

BAY REGION BUSINESS

Vol. 5

1948

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BAY REGION BUSINESS  
1948AGRICULTURAL DEPARTMENT

## First Annual Agricultural-Business

Conference Luncheon Paul C. Smith.....	Vol.5	No. 4	- 1-22-48
Agricultural and Business Leaders to			
Meet; Luncheon Slated.....	Vol.5	No. 5	- 1-29-48
Paul Smith To Speak At Chamber Luncheon..	Vol.5	No. 6	- 2- 5-48
Scholarships For Farm Youth Groups.....	Vol.5	No. 7	- 2-12-48
Thirty Calves to be Awarded Young			
Farmers of S.F. Show.....	Vol.5	No. 9	- 2-26-48
Kenneth MacDonald To Direct Chamber			
Agriculture Activities.....	Vol.5	No.11	- 3-11-48
S.F. Chamber Executive On Speaking Tour			
in East & South.....	Vol.5	No.11	- 3-11-48
Twenty-seven Firms to Donate Calves at			
Junior Exposition.....	Vol.5	No.12	- 3-18-48
Louis Lundborg to Speak at Utah Agricultural			
Meeting.....	Vol.5	No.18	- 4-29-48
Fruit Fly Damaging Hawaiian Pineapple and			
Cocconut Crops.....	Vol.5	No.25	- 6-17-48
Slash in California Cotton Acreage			
Protested by Board.....	Vol.5	No.40	- 9-30-48
New Building Underway For Grand National			
Show.....	Vol.5	No.42	-10-14-48

ANNUAL REPORT

## This is What We Did in 1947 - Annual

Report Issue.....	Vol.5	No. 8	- 2-19-48
Chamber Progress Report Wins Approval....	Vol.5	No. 9	- 2-26-48

APPOINTMENTS & ELECTIONS

## Langner Named To S.F. Chamber World Trade

Staff.....	Vol.5	No. 7	- 2-12-48
Kenneth MacDonald To Direct Chamber			
Agriculture Activities.....	Vol.5	No.11	- 3-11-48
C of C Public Relations Appointments An			
Announced.....	Vol.5	No.13	- 3-25-48
S.F. Chamber Head Takes New Post.....	Vol.5	No.22	- 5-27-48
G.L. Fox Elected Chamber Vice President			
and General Manager.....	Vol.5	No.24	- 6-10-48
S.F. Man Named To Industry Group.....	Vol.5	No.26	- 6-24-48
New Addition to C of C Transportation			
Staff.....	Vol.5	No.26	- 6-24-48
Chester C. Fisk Named Chamber Industrial			
Manager.....	Vol.5	No.29	- 7-15-48
Lovell On Chamber's Public Relations			
Staff.....	Vol.5	No.30	- 7-22-48
New Fire Safety Committees Named For			
Special Projects.....	Vol.5	No.30	- 7-22-48
Jeffries Joins C of C Public Relations			
Staff.....	Vol.5	No.32	- 8-5-48
New Appointments to Area Aviation Group..	Vol.5	No.34	- 8-19-48
Rose Named Membership Head In Stepped-Up			
Program.....	Vol.5	No.39	- 9-23-48



BAY REGION BUSINESS  
1948

APPOINTMENTS & ELECTIONS, CONT'D

New Retail Group Heads.....Vol.5 No.48 - 11-25-48  
'49 Chamber Directors Nominated; Election  
Nov. 30.....Vol.5 No.48 - 11-25-48  
Henry E. North Is New Chamber Head.....Vol.5 No.50 - 12- 9-48

AVIATION

Area Aviation Group Names New Officers..Vol.5 No. 3 - 1-15-48  
Aviation Leaders Meet Commission.....Vol.5 No. 5 - 1-29-48  
Budget Request Approved For Airport  
Equipment.....Vol.5 No. 7 - 2-12-48  
Keep Flight Training in Vet Program NAA.Vol.5 No.10 - 3-18-48  
BAAC Says, "Eliminate 15¢ Transportation  
Tax.....Vol.5 No.12 - 3-18-48  
Reinstatement of Air Cargo Reports AskedVol.5 No.14 - 4- 1-48  
Conference Slated This Month On National  
Air Policies.....Vol.5 No.15 - 4- 8-48  
New Area Helicopter Plant.....Vol.5 No.15 - 4- 8-48  
National Defense Needs Stressed At Air  
Policy Conference.....Vol.5 No.17 - 4-22-48  
Pan American & Matson Sign Air-Sea  
Agreement.....Vol.5 No.18 - 4-29-48  
United Base Dedicated; Air Lines Head  
Speaking Here.....Vol.5 No.18 - 4-29-48  
Bay Area N.A.A. Chapter To Inspect United  
Air Lines Base.....Vol.5 No.21 - 5-20-48  
Philippine Airlines Starts Pacific  
Sleepers Service.....Vol.5 No.24 - 6-10-48  
Public Hearing Slated On Airport  
Regulations.....Vol.5 No.24 - 6-10-48  
Advisory Group Formed For Bay Area  
Airport Planning.....Vol.5 No.26 - 6-24-48  
Chamber Calls \$8,600,000 Airport Bond  
Issue 'Imperative'.....Vol.5 No.32 - 8- 5-48  
Chamber Aviation Action.....Vol.5 No.32 - 8- 5-48  
Direct S.F. - Mexico City Air Service  
Available.....Vol.5 No.33 - 8-12-48  
New Passenger Giant (pic).....Vol.5 No.33 - 8-12-48  
T.C. Drinkwater Will Be Featured At  
Luncheon (B.A.A.C.).....Vol.5 No.33 - 8-12-48  
New Appointments to Area Aviation Group.Vol.5 No.34 - 8-19-48  
Crescent City Okayed As Airline Stop...Vol.5 No.34 - 8-19-48  
Proposed Air Foreign Trade Zone Called  
Unnecessary Duplication.....Vol.5 No.35 - 8-26-48  
Second Annual S.F. Air Fair Set For Oct.  
10th.....Vol.5 No.37 - 9- 9-48  
Air Force Anniversary To Be Celebrated  
Here.....Vol.5 No.38 - 9-16-48  
BCPA Opens New Airline Offices Here....Vol.5 No.38 - 9-16-48  
Air Photography Contest Announced by  
Western.....Vol.5 No.38 - 9-16-48



# I N D E X

## BAY REGION BUSINESS 1948

### AVIATION CONT'D

T.A.L. Sets Safety Record In Ferrying			
Contract.....	Vol.5	No.40	- 9-16-48
West's First Licensed Helicopter (pix).....	Vol.5	No.43	- 10-21-48
More Air Service Needed to San Joaquin			
Valley Communities, Says Chamber.....	Vol.5	No.46	- 11-11-48
Berlin Airlift Planes To Get Help From			
San Francisco Tire Retreading Firm....	Vol.5	No.46	- 11-11-48
Non-Flammable Airplane Fluid Invented			
Here.....	Vol.5	No.46	- 11-11-48
Aviation Committee Will Discuss Airport			
Bonds.....	Vol.5	No.46	- 11-11-48
Permanent Operation Asked For Southwest.....	Vol.5	No.47	- 11-18-48
Aviation Dinner Dance Set For Dec. 17....	Vol.5	No.50	- 12- 9-48
Chamber Testifying In C.A.B. Hearing on			
San Joaquin Valley Air Service.....	Vol.5	No.50	- 12- 9-48
Helicopter Landing Sites Asked for City.....	Vol.5	No.51	- 12-16-48
Prizes For Merchants.....	Vol.5	No. 4	- 1-22-48
District Awards.....	Vol.5	No.10	- 3-4-48
Oscar Fashion Awards To Be Given During			
Fall Market.....	Vol.5	No.15	- 4-8-48
Calf Winners Receive Awards at Gilroy....	Vol.5	No.30	- 7-22-48
Young Farmers Get Future Champions (pic).....	Vol.5	No.30	- 7-22-48
S.F. Leaders Honored With French			
Awards.....	Vol.5	No.46	- 11-11-48
The Winner Is Named (pix).....	Vol.5	No.52	- 12-23-48
West Portal Again - Wins Christmas.....	Vol.5	No.52	- 12-23-48
District Awarded Contest Trophies.....	Vol.5	No.53	- 12-30-48

### BALLOTS

Chamber Studying June Bond Issues.....	Vol.5	No.19	- 5- 6-48
Absentee Voters!.....	Vol.5	No.21	- 5-20-48
Chamber Urges 'Yes' Vote on These Issues.....	Vol.5	No.21	- 5-20-48
Official Chamber Statements.....	Vol.5	No.21	- 5-20-48
C.F.C. of C. BALLOT RECOMMENDATIONS.....	Vol.5	No.22	- 5-27-48
Chamber Offers Help In School Bonds			
Program.....	Vol.5	No.24	- 6-10-48
Ballot Study.....	Vol.5	No.36	- 9- 2-48
Superior Court Vacancies Amendment Okayed			
By Chamber.....	Vol.5	No.41	- 9-30-48
State Initiatives Amendment Endorsed....	Vol.5	No.40	- 9-30-48
State Civil Services Exemptions Measure			
Gets C. of C. Board Okay.....	Vol.5	No.40	- 9-30-48
School, Airport, Butano Foreat Bonds			
Okayed.....	Vol.5	No.42	- 10-14-48
Chamber Strongly Urges Passage of City's			
\$48,000,000 School Bond Issue.....	Vol.5	No.42	- 10-14-48
Chamber Urges 'No' Vote on Housing Bill.....	Vol.5	No.42	- 10-14-48
Chamber Claims Proposed Traffic Bureau			
Would be 'No Improvement'.....	Vol.5	No.42	- 10-21-48





BAY REGION BUSINESS

1948

BALLOTS CONT'D

'No' Vote Urged On Bill to Increase			
Aged and Blind Aid.....	Vol.5	No.43	- 10-21-48
Vet Tax Exemption Bill Opposed Here.....	Vol.5	No.43	- 10-21-48
"Urge 'Yese' Vote on 'B' For Airport			
Completion.....	Vol.5	No.43	- 10-21-48
Abuses Foreseen if Liquor Bill Is Passed	Vol.5	No.43	- 10-21-48
Ballot Propositions - Chamber Gives Stand			
on Nov. 2 Measures.....	Vol.5	No.43	- 10-21-48
Keep Balanced Legislature' Chamber Asks;			
Vote No On Proposition 13.....	Vol.5	No.44	- 10-28-48
State Payment Local Tax Losses Opposed.....	Vol.5	No.44	- 10-24-48
Municipal and State BALLOT MEASURES.....	Vol.5	No.44	- 10-23-48
Fish and Game Bill Gets New Backing.....	Vol.5	No.44	- 10-23-48

BOARD OF DIRECTORS

The 1948 Board of Directors of the San			
Francisco Chamber of Commerce.....	Vol.5	No. 1	- 1- 1-48
French, Dundon Elected to S.F. Chamber			
Board.....	Vol.5	No.11	- 3-11-48
Plan for European Recovery is Endorsed			
by S.F. Chamber.....	Vol.5	No.13	- 3-25-48
Hawaiian Statehood Urged By Chamber.....	Vol.5	No.12	- 3-18-48
Chamber Opposes Creation of Federal			
Transportation Agency.....	Vol.5	No.13	- 3-25-48
Exemption of Hawaii, Alaska From Export			
Declaration Asked.....	Vol.5	No.13	- 3-25-48
Reinstatement of Air Cargo Reports			
Asked.....	Vol.5	No.14	- 4- 1-48
C of C Representative at Supervisors			
Meeting.....	Vol.5	No.14	- 4- 1-48
Chamber Urges Fruit Fly Research ; Asks			
Change In Present Air Carrier			
Legislation.....	Vol.5	No.15	- 4- 8-48
C of C Representative At Supervisors'			
Meeting.....	Vol.5	No.16	- 4-15-48
C of C Representative at Supervisors'			
Meeting.....	Vol.5	No.17	- 4-22-48
Chamber Seeks Withdrawal of SCAP from			
Japan Private Trade.....	Vol.5	No.18	- 4-29-48
Extension of Reciprocal Trade Agreements			
Urged by Chamber.....	Vol.5	No.18	- 4-29-48
C. of C. Representative at Supervisors'			
Meeting.....	Vol.5	No.18	- 4-29-48
C. of C. Representative At Supervisors'			
Meeting.....	Vol.5	No.19	- 5- 6-48
Bill Establishing Minimum, Maximum Duty			
Rates Opposed.....	Vol.5	No.20	- 5-13-48
Filming of State's Gold Mining Sought...Vol.5	No.20	- 5-13-48	
Amendments to State's Off-Street Parking			
Laws Urged.....	Vol.5	No.20	- 5-13-48
Purchase of Butano Forest Endorsed.....	Vol.5	No.20	- 5-13-48

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945	946	947	948	949	950	951	952	953	954	955	956	957	958	959	960	961	962	963	964	965	966	967	968	969	970	971	972	973	974	975	976	977	978	979	980	981	982	983	984	985	986	987	988	989	990	991	992	993	994	995	996	997	998	999	1000	1001	1002	1003	1004	1005	1006	1007	1008	1009	1010	1011	1012	1013	1014	1015	1016	1017	1018	1019	1020	1021	1022	1023	1024	1025	1026	1027	1028	1029	1030	1031	1032	1033	1034	1035	1036	1037	1038	1039	1040	1041	1042	1043	1044	1045	1046	1047	1048	1049	1050	1051	1052	1053	1054	1055	1056	1057	1058	1059	1060	1061	1062	1063	1064	1065	1066	1067	1068	1069	1070	1071	1072	1073	1074	1075	1076	1077	1078	1079	1080	1081	1082	1083	1084	1085	1086	1087	1088	1089	1090	1091	1092	1093	1094	1095	1096	1097	1098	1099	1100	1101	1102	1103	1104	1105	1106	1107	1108	1109	1110	1111	1112	1113	1114	1115	1116	1117	1118	1119	1120	1121	1122	1123	1124	1125	1126	1127	1128	1129	1130	1131	1132	1133	1134	1135	1136	1137	1138	1139	1140	1141	1142	1143	1144	1145	1146	1147	1148	1149	1150	1151	1152	1153	1154	1155	1156	1157	1158	1159	1160	1161	1162	1163	1164	1165	1166	1167	1168	1169	1170	1171	1172	1173	1174	1175	1176	1177	1178	1179	1180	1181	1182	1183	1184	1185	1186	1187	1188	1189	1190	1191	1192	1193	1194	1195	1196	1197	1198	1199	1200	1201	1202	1203	1204	1205	1206	1207	1208	1209	1210	1211	1212	1213	1214	1215	1216	1217	1218	1219	1220	1221	1222	1223	1224	1225	1226	1227	1228	1229	1230	1231	1232	1233	1234	1235	1236	1237	1238	1239	1240	1241	1242	1243	1244	1245	1246	1247	1248	1249	1250	1251	1252	1253	1254	1255	1256	1257	1258	1259	1260	1261	1262	1263	1264	1265	1266	1267	1268	1269	1270	1271	1272	1273	1274	1275	1276	1277	1278	1279	1280	1281	1282	1283	1284	1285	1286	1287	1288	1289	1290	1291	1292	1293	1294	1295	1296	1297	1298	1299	1300	1301	1302	1303	1304	1305	1306	1307	1308	1309	1310	1311	1312	1313	1314	1315	1316	1317	1318	1319	1320	1321	1322	1323	1324	1325	1326	1327	1328	1329	1330	1331	1332	1333	1334	1335	1336	1337	1338	1339	1340	1341	1342	1343	1344	1345	1346	1347	1348	1349	1350	1351	1352	1353	1354	1355	1356	1357	1358	1359	1360	1361	1362	1363	1364	1365	1366	1367	1368	1369	1370	1371	1372	1373	1374	1375	1376	1377	1378	1379	1380	1381	1382	1383	1384	1385	1386	1387	1388	1389	1390	1391	1392	1393	1394	1395	1396	1397	1398	1399	1400	1401	1402	1403	1404	1405	1406	1407	1408	1409	1410	1411	1412	1413	1414	1415	1416	1417	1418	1419	1420	1421	1422	1423	1424	1425	1426	1427	1428	1429	1430	1431	1432	1433	1434	1435	1436	1437	1438	1439	1440	1441	1442	1443	1444	1445	1446	1447	1448	1449	1450	1451	1452	1453	1454	1455	1456	1457	1458	1459	1460	1461	1462	1463	1464	1465	1466	1467	1468	1469	1470	1471	1472	1473	1474	1475	1476	1477	1478	1479	1480	1481	1482	1483	1484	1485	1486	1487	1488	1489	1490	14
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BAY REGION BUSINESS  
1948

BOARD OF DIRECTORS CONT'D

Official Rate Of Exchange South Here....	Vol.5 No.20	-	5-13-48
C of C Representative at Supervisors'			
Meeting.....	Vol.5 No.20	-	5-13-48
Official Chamber Statements.....	Vol.5 No.21	-	5-20-48
Chamber Urges 'Yes' Vote on These Issues	Vol.5 No.21	-	5-20-48
Abolition of Power to Set Up Alaska			
Indian Reservations Sought.....	Vol.5 No.24	-	6-10-48
Chamber Supports Proposed Urban			
Development Measure.....	Vol.5 No.24	-	6-10-48
C of C Representative At Supervisors'			
Meeting.....	Vol.5 No.24	-	6-10-48
Legislation For U.S. Merchant Marine			
Development Endorsed.....	Vol.5 No.25	-	6-17-48
C of C Representative at Supervisors'			
Meeting.....	Vol.5 No.25	-	6-17-48
Argentine Marine Insurance Regulations			
Called Discriminatory.....	Vol.5 No.26	-	6-24-48
Chamber Calls \$8,600,000 Airport Bond			
Issue Imperative.....	Vol.5 No.32	-	8-5-48
Chamber Aviation Action.....	Vol.5 No.32	-	8-5-48
C of C Representative At Supervisors'			
Meeting.....	Vol.5 No.34	-	8-19-48
Chamber Takes Action To Fight Traffic			
Death Toll.....	Vol.5 No.35	-	8-26-48
C of C Representative at Supervisors'			
Meeting.....	Vol.5 No.35	-	8-26-48
Amendment to State Full Crew Law Sought			
Here.....	Vol.5 No.37	-	9- 9-48
Chamber Supports Firemen's Retirement			
Increased Benefits.....	Vol.5 No.37	-	9- 9-48
C of C Representatives At Supervisors'			
Meeting.....	Vol.5 No.38	-	9-16-48
Lloyd E. Graybiel Joins S.F. Chamber			
Board.....	Vol.5 No.39	-	9-23-48
State Initiatives Amendment Endorsed....	Vol.5 No.40	-	9-30-48
Chamber Supports W.E.A. Strike Stand;			
Cites Shipping Disruption and Losses.	Vol.5 No.40	-	9-30-48
Two Bay Crossings Unnecessary; Too Costly;			
Says Chamber Report.....	Vol.5 No.40	-	9-30-48
Slash In California Cotton Acreage			
Protested By Board.....	Vol.5 No.40	-	9-30-48
State Civil Service Exemptions Measure			
Gets C of C Board Okay.....	Vol.5 No.40	-	9-30-48
School, Airport, Butano Forest Bonds			
Okayed.....	Vol.5 No.42	-	10-14-48
Chamber Strongly Urges Passage of City's			
\$48,000,000 School Bond Issue.....	Vol.5 No.42	-	10-14-48
Chamber Urges 'No' Vote on Housing Bill.	Vol.5 No.42	-	10-14-48
Chamber Claims Proposed Traffic Bureau Would			
Be 'No Improvement'.....	Vol.5 No.43	-	10-21-48
'No' Vote Urged On Bill to Increase			
Aged and Blind Aid.....	Vol.5 No.43	-	10-21-48



I N D E X  
BAY REGION BUSINESS

1948

BOARD OF DIRECTORS CONT'D

Vet Tax Exemption Bill Opposed Here.....	Vol.5	No.43	-	10-21-48
Abuses Foreseen if Liquor Bill Is Passed	Vol.5	No.43	-	10-21-48
Ballot Propositions - Chamber Gives				
Stand on Nov.2 Measures.....	Vol.5	No.43	-	10-21-48
Keep Balanced Legislature', Chamber				
Asks; 'Vote No on Proposition 13.....	Vol.5	No.44	-	10-28-48
State Payment Local Tax Losses Opposed..	Vol.5	No.44	-	10-28-48
Municipal and State BALLOT MEASURES.....	Vol.5	No.44	-	10-28-48
Fish & Game Bill Gets New Backing.....	Vol.5	No.44	-	10-28-48
Hearing Asked on Proposed Rail Rate Hike	Vol.5	No.45	-	11- 4-48
Chamber Okays Dime Streetcar Fare.....	Vol.5	No.45	-	11- 4-48
More Air Service Needed To San Joaquin				
Valley Communities, Says Chamber.....	Vol.5	No.46	-	11-11-48
Seek Clarification Of 'Overtime on				
Overtime'.....	Vol.5	No.46	-	11-11-48
Permanent Operation Asked For Southwest.	Vol.5	No.47	-	11-18-48
'49 Chamber Directors Nominated;				
Election Nov. 30.....	Vol.5	No.48	-	11-25-48
Helicopter Landing Sites Asked For City.	Vol.5	No.51	-	12-16-48
The Board of Directors and The Staff				
Wish You a Merry Christmas and a				
Happy New Year.....	Vol.5	No.52	-	12-23-48
Immediate Action Asked On Basing Point				
Pricing Problem.....	Vol.5	No.52	-	12-23-48
<u>W.P. FULLER BRAUNER, President, S.F. C.of C.</u>				
A Message From Your New President.....	Vol.5	No. 1	-	1- 1-48
Brauner To Discuss S.F. Port Development	Vol.5	No.16	-	4-15-48
Chamber Offers Help in School Bonds				
Program.....	Vol.5	No.24	-	6-10-48
A Special Report PHILLIPPINE TRADE CONF.	Vol.5	No.31	-	7-29-48
New Alaska Steamer Service Is Soon				
to Port - Brauner.....	Vol.5	No.34	-	8-19-48
Panama Canal Toll Hike Postponed.....	Vol.5	No.33	-	9-16-48
<u>BROCHURE</u>				
Portrait of a City - Community Brochure.	Vol.5	No. 3	-	1-15-48
Portrait of a City.....	Vol.5	No. 5	-	1-29-48
Mayor Lauds Brochure.....	Vol.5	No. 7	-	2-12-48

B BUSINESS ACTIVITY

General Business Activity - Thumb Nail				
Sketch.....	Vol.5	No. 2	-	1-8-48
Survey of Business Conditions in San				
Francisco November, 1947.....	Vol.5	No. 2	-	1-8-48
General Business Activity - Thumb Nail				
Sketch.....	Vol.5	No. 6	-	2-5-48
Survey of Business Conditions in San				
Francisco December 1947.....	Vol.5	No. 6	-	2-5-48
General Business Activity - Thumb Nail				
Sketch.....	Vol.5	No.10	-	3- 4-48
Survey of Business Conditions in				
San Francisco January.....	Vol.5	No.10	-	3- 4-48



BAY REGION BUSINESS  
1948BUSINESS ACTIVITY CONT'D

General Business Activity - Thumb Nail				
Sketch.....	Vol.5	No.14	-	4- 1-48
Survey of Business Conditions in S.F....	Vol.5	No.14	-	4- 1-48
Business Activity-S.F. 1900-1947.....	Vol.5	No.18	-	4-20-48
General Business Activity - Thumb Nail				
Sketch.....	Vol.5	No.19	-	5- 6-48
Survey of Business Conditions in S.F....	Vol.5	No.19	-	5- 6-48
General Business Activity - Thumb Nail				
Sketch.....	Vol.5	No.23	-	6- 8-48
Survey of Business Conditions in				
San Francisco April, 1948.....	Vol.5	No.23	-	6- 8-48
General Business Activity - Thumb Nail				
Sketch.....	Vol.5	No.27	-	7- 1-48
Survey of Business Conditions in S.F....	Vol.5	No.27	-	7- 1-48
Bay Area Income - Economic Survey.....	Vol.5	No.35	-	8-26-48
Business Activity - Thumb Nail Sketch...	Vol.5	No.36	-	9- 2-48
Survey of Business Conditions in S.F....	Vol.5	No.36	-	9- 2-48
General Business Activity.....	Vol.5	No.41	-	10- 7-48
Survey of Business Conditions in S.F....	Vol.5	No.41	-	10- 7-48
General Business Activity.....	Vol.5	No.45	-	11- 4-48
Survey of Business Conditions in San				
Francisco September 1948.....	Vol.5	No.45	-	11- 4-48
General Business Activity.....	Vol.5	No.49	-	12- 2-48
Survey of Business Conditions in San				
Francisco October, 1948.....	Vol.5	No.49	-	12- 2-48
General Business Activity.....	Vol.5	No.53	-	12-30-48
Survey of Business Conditions in S.F....	Vol.5	No.53	-	12-30-48

CACOCM. (Calif. Ass'n of Chamber of Commerce Manager)

State's Chamber Executives Meet (pix)...Vol. 5 No.48 - 11-25-48

CENTENNIAL

San Francisco Centennial Committee				
Invites Chamber Members to attend				
'The Century of Gold'.....	Vol.5	No. 2	-	1- 8-48
Mining Representation Sought for				
Commission.....	Vol.5	No. 3	-	1-15-48
S.F. Luncheon To Inaugurate Centennial....	Vol.5	No. 3	-	1-15-48
Booklet Issued on Fireman's Fund History	Vol.5	No.15	-	4- 8-48
Portola Luncheon to Feature Preview of				
Fete.....	Vol.5	No.23	-	6- 8-48

CONVENTIONS & CONFERENCES

Fruit & Vegetable Group to Meet in				
San Francisco January 19-23.....	Vol.5	No. 3	-	1-15-48
West to Have Annual Radio Conference....	Vol.5	No.12	-	3-18-48
Conference Slated This Month On				
National Air Policies.....	Vol.5	No.15	-	4- 8-48
A.M.A. Holding Packaging Show In				
Cleveland This Month.....	Vol.5	No.17	-	4-27-48





BAY REGION BUSINESS  
1948

CONVENTIONS & CONFERENCES CONT'D

Bay Area Men In Conservation Group.....	Vol.5 No.17 -	4-22-48
Pacific Region UNESCO Conference Opens		
Here Today.....	Vol.5 No.20 -	5-13-48
Western Packaging Show Slated For S.F.		
August 10-13.....	Vol.5 No.24 -	6-10-48
First Western Packaging Show Opens Here		
Soon.....	Vol.5 No.32 -	8- 5-48
Good Packaging Opportunities Outlined		
At Conference Here.....	Vol.5 No.33 -	8-12-48
American Mining Congress to Open Here		
September 20-25.....	Vol.5 No.37 -	9- 9-48
Mining Meeting Nears.....	Vol.5 No.38 -	9-16-48
S.F. Trade Group Attending National		
Meeting in New York.....	Vol.5 No.46 -	11-11-48
Area's Research Facilities Will Be		
Studied By Top Industrialists.....	Vol.5 No.47 -	11-18-48
Northern California Research Conference		
Will Feature Top Flight Speakers.....	Vol.5 No.53 -	12-30-48

DIRECTORIES

Housewares Directory Is Now Available...	Vol.5 No.20 -	5-13-48
Directory of Bay Area Manufacturers		
Issued by Chamber.....	Vol.5 No.34 -	8-19-48

DISTRICT MERCHANTS ASSOCIATION

Chamber-District Merchants Luncheon		
Series Renewed.....	Vol.5 No. 7 -	2-12-48
Visitation Valley Merchants Organize....	Vol.5 No. 7 -	2-12-48
Chamber - Merchants Get Together.....	Vol.5 No. 9 -	2-26-48
Eureka Merchants Officers Installed.....	Vol.5 No. 9 -	2-26-48
Aid on District Parking Given by S.F.		
Chamber.....	Vol.5 No. 9 -	2-26-48
Marina Merchants Discuss Transit Problem	Vol.5 No.10 -	3- 4-48
Prizes For Merchants (pix).....	Vol.5 No.12 -	3-18-48
Chamber-Merchants Conference (pix).....	Vol.5 No.15 -	4- 8-48
Police, Parking, Traffic Discussed by		
Merchants.....	Vol.5 No.15 -	4- 8-48
Fillmore Merchants Meet With Chamber....	Vol.5 No.16 -	4-15-48
West Port a; and Lakeside Meet With		
Chamber.....	Vol.5 No.18 -	4-29-48
Chamber Renews District Program Oct. 8..	Vol.5 No.40 -	9-30-48
District Merchants Program Renewed (pix)	Vol.5 No.42 -	10-14-48
Christmas Contest Plans Discussed (pix).	Vol.5 No.47 -	11-18-48
Districts to Compete In Second Christmas		
Decorations Con test.....	Vol.5 No.47 -	11-18-48
Christmas Decorations Contest Judges		
Named.....	Vol.5 No.48 -	11-25-48
West Portal Christmas Decoration.....	Vol.5 No.51 -	12-16-48
The Winner Is Named (pix).....	Vol.5 No.52 -	12-23-48
West Portal Rides Again-Wins Christmas		
Award.....	Vol.5 No.52 -	12-23-48
Districts Awarded Contest Trophies.....	Vol.5 No.53 -	12-30-48



BAY REGION BUSINESS  
1948DOMESTIC TRADE

Domestic Trade Tips - D-6852 thru D-6880	Vol.5	No. 3	-	1-15-48
Domestic Trade Tips - D-6865 thru D-6890	Vol.5	No. 5	-	1-20-48
New Manufacturing Census Being Taken....	Vol.5	No. 6	-	2- 5-48
Domestic Trade Tips - D-6881 thru D-6883	Vol.5	No. 6	-	2- 5-48
Domestic Trade Tips - D-6884 thru D-6901				
Domestic Trade Tips - D-6902 thru D-6908	Vol.5	No.10	-	3- 4-48
Domestic Trade Tips - D-6911 thru D-6916	Vol.5	No.11	-	3-11-48
Program of Business Conferences Slated				
For Hawaii Trade Trip.....	Vol.5	No.12	-	3-18-48
Domestic Trade Tips - D-6900 thru D-6929	Vol.5	No.12	-	3-18-48
Domestic Trade Tips - D-6930 thru D-6934	Vol.5	No.15	-	4- 8-48
Domestic Trade Tips - D-6935 thru D-6936	Vol.5	No.16	-	4-15-48
Domestic Trade Tips - D-6937 thru D-6947	Vol.5	No.17	-	4-27-48
To Develop Alaska Needs Statehood, Says				
Gov. Gruening.....	Vol.5	No.18	-	4-20-48
Domestic Trade Tips - D-6948 thru D-6956	Vol.5	No.20	-	5-13-48
Chamber Group Planning Fresno Trade Trip				
May 27.....	Vol.5	No.20	-	5-13-48
Domestic Trade Tips - D-6957 thru D-6959	Vol.5	No.21	-	5-21-48
Chamber Group Making Trade Trip to Fresno				
Today.....	Vol.5	No.22	-	5-27-48
Domestic Trade Tips - D-6960 thru D-6968	Vol.5	No.24	-	6-10-48
Domestic Trade Tips - D-6969 thru D-6974	Vol.5	No.25	-	6-17-48
Hawaiian Neighbor Welcomed (pix).....	Vol.5	No.24	-	6-24-48
Trade Trip Slated For Santa Roas,				
Healdsburg.....	Vol.5	No.27	-	7- 1-48
Chamber Business Delegation to Visit				
Hawaii in October.....	Vol.5	No.29	-	7-15-48
Domestic Trade Tips - D-6975 thru D-6979	Vol.5	No.29	-	7-15-48
Domestic Trade Tips - D-6980 thru D-6995	Vol.5	No.30	-	7-22-48
First Western Packaging Show Opens Soon.	Vol.5	No.32	-	8- 5-48
Domestic Trade Tips - D-6996 thru D-7002	Vol.5	No.32	-	8- 5-48
Domestic Trade Tips - D-7003 thru D-7009	Vol.5	No.33	-	8-15-48
Directory of Bay Area Manufacturers Issued				
by Chamber.....	Vol.5	No.34	-	8-19-48
Domestic Trade Tips - D-7010 thru D-7011	Vol.5	No.34	-	8-19-48
Centralization of Alaska Activities In				
San Francisco Started.....	Vol.5	No.37	-	9- 9-48
Bakersfield and San Francisco Groups To				
Have Trade Talks.....	Vol.5	No.37	-	9- 9-48
Domestic Trade Tips D-6946 thru D-7026	Vol.5	No.37	-	9- 9-48
Chamber Delegation Honored By Sacramento				
Trade Club.....	Vol.5	No.38	-	9-16-48
Domestic Trade Tips - D-7027 thru D-7028	Vol.5	No.39	-	9-23-48
City Sales Taxes.....	Vol.5	No.40	-	9-30-48
Domestic Trade Tips - D-7020 thru D-7033	Vol.5	No.40	-	9-30-48
Domestic Trade Tips - D-7033 thru D-7042	Vol.5	No.44	-	10-28-48
Domestic Trade Tips - D-7035 thru D-7044	Vol.5	No.45	-	11- 4-48
S.F. Fashions Slated For N.Y. Showings....	Vol.5	No.46	-	11-11-48
Domestic Trade Tips - D-7045 thru D-7058	Vol.5	No.46	-	11-11-48
S.F. Styles Go To New York.....	Vol.5	No.47	-	11-18-48
Domestic Trade Tips - D-7059 thru D-7060	Vol.5	No.49	-	12- 2-48
Domestic Trade Tips - D-7061 thru D-7071	Vol.5	No.51	-	12-16-48



BAY REGION BUSINESS

1948

ENTERTAINMENT

## SAN FRANCISCO CENTENNIAL COMMITTEE INVITES

## CHAMBER MEMBERS TO ATTEND

'THE CENTURY OF GOLD'.....	Vol.5 No. 2	-	1- 8-48
S.F. Luncheon To Inaugurate Centennial..	Vol.5 No. 3	-	1-15-48
First Annual Agricultural-Business Conference Luncheon 'Paul C. Smith'			
Speaker.....	Vol.5 No. 4	-	1-22-48
Agricultural and Business Leaders to Meet; Luncheon Slated .....	Vol.5 No. 5	-	1-29-48
Paul Smith To Speak At Chamber Luncheon.	Vol.5 No. 6	-	2- 5-48
Agricultural-Business Meeting.....	Vol.5 No. 9	-	2-26-48
Baseball Season Is Here! Pittsburgh Pirates and San Francisco Seals.....	Vol.5 No.11	-	3-11-48
Seals & Pirates to be Honored at Baseball Luncheon.....	Vol.5 No.12	-	3-18-48
San Francisco and Air Transportation, a talk by W.A. Patterson, Pres. U.S.lines			
	Vol.5 No.16	-	4-14-48
William Patterson To Speak At Chamber Luncheon April 29.....	Vol.5 No.17	-	4-22-48
United Base Dedicated; Air Lines Head Speaking Here.....	Vol.5 No.18	-	4-29-48
World Neighbor Day featuring Mark Woods.	Vol.5 No.20	-	5-13-48
S.F. Television Plans Will Be Discussed at C of C Luncheon.....	Vol.5 No.21	-	5-20-48
The Portola Story.....	Vol.5 No.22	-	5-27-48
Portola Luncheon to Feature Preview of Fete.....	Vol.5 No.23	-	6- 8-48
City Plans To Be Heard At Chamber-Merchants Dinner.....	Vol.5 No.38	-	9-16-48
A Report on the European Situation by Robert R. Gros.....	Vol.5 No.38	-	9-16-48
Districts to Get Lowdown on San Francisco Developments.....	Vol.5 No.39	-	9-23-48
Elmer E. Robinson.....	Vol.5 No.39	-	9-23-48
Behind the European Scene with Robert Gros Thursday, Sept. 30.....	Vol.5 No.39	-	9-23-48
Capacity Audience Seen For Todays Luncheon.....	Vol.5 No.40	-	9-30-48
Community Leaders Get Together (pix)....	Vol.5 No.41	-	10- 7-48
Navy Week Special - Admiral Thomas C. Kinkaid, U.S.N.....	Vol.5 No.42	-	10-14-48
Navy's Future Plans to be Told Here - Kinkaid.....	Vol.5 No.43	-	10-21-48
Honorable William F. Knowland, U.S. Senator from California - OPERATION 'PEACE'..	Vol.5 No.47	-	11-18-48
United Nations Peace Problems Will Be Told By Senator Knowland (with pix).....	Vol.5 No.48	-	11-25-48



# I N D E X

## BAY REGION BUSINESS 1948

### EXHIBITS

Chamber Exhibit Being Featured At  
Home Show.....Vol.5 No.15 - 4- 8-48  
England, Francis Sign For World Trade Show Vol.5 No.17 - 4-22-48  
Gift, Toy, Housewares Show Opening Here  
Soon.....Vol.5 No.26 - 6-24-48  
Dutch Trader Exhibits Display of Product Vol.5 No.29 - 7-15-48  
State Fair to Salute Calif. Industry....Vol.5 No.22 - 7-22-48  
Durable Goods Exhibit.....Vol.5 No.34 - 8-19-48  
Bay Area Advertising Art To Be Displayed  
For First Time.....Vol.5 No.38 - 9-16-48  
French Industry To Show Wares Here.....Vol.5 No.44 - 10-28-48  
Spring Gift, Toy Show Slated For  
February 6-10.....Vol.5 No.47 - 11-18-48  
Building Industry Having First Show here Vol.5 No.51 - 12-16-48  
Canadian Trade Fair Again Slated For  
Toronto Showing.....Vol.5 No.51 - 12-16-48

### FILMS

Shipping Film Is Available for Showings Vol.5 No. 7 - 2-12-48  
Money At Work - Produced by The March of  
Time.....Vol.5 No.34 - 8-19-48  
Saga of Nation's Growth Now on Film....Vol.5 No.39 - 8-23-48

### FOREIGN TRADE ZONE

Harriman to Sign S.F. Foreign Trade Zone  
Charter March 10.....Vol.5 No.10 - 3- 4-48  
Sign Trade Zone Charter; Funds OK'D....Vol.5 No.11 - 3-11-48  
S.F. Trade Zone Becomes Official.....Vol.5 No.12 - 3-18-48  
Zone Charter Grant A Boon To Trade -  
Coakley.....Vol.5 No.12 - 3-18-48  
A Compliment from Los Angeles.....Vol.5 No.13 - 3-25-48

### G.L. FOX, GENERAL MANAGER

G.L. Fox Elected Chamber Vice President  
and General Manager.....Vol.5 No.24 - 6-10-48  
Expanded World Markets Needed - Fox....Vol.5 No.26 - 6-24-48  
Fox discusses Industrial Transit, Water  
Problems.....Vol.5 No.28 - 7- 8-48  
Bureau of Reclamation Will Make Bay Area  
Water Studies.....Vol.5 No.34 - 8-19-48  
Retail Advertising Course Offered For  
First Time.....Vol.5 No.37 - 9- 9-48  
Federal Discrimination Charged By  
Chamber.....Vol.5 No.52 - 12-23-48





# I N D E X

## BAY REGION BUSINESS 1948

### GETTING PERSONAL

Getting Personal.....	Vol.5	No.40	-	9-30-48
Getting Personal.....	Vol.5	No.41	-	10- 7-48
Getting Personal.....	Vol.5	No.43	-	10-21-48
Getting Personal.....	Vol.5	No.44	-	10-23-48
Getting Personal.....	Vol.5	No.45	-	11- 4-48
Getting Personal.....	Vol.5	No.46	-	11-11-48
Getting Personal.....	Vol.5	No.47	-	11-18-48
Getting Personal.....	Vol.5	No.48	-	11-25-48
Getting Personal.....	Vol.5	No.49	-	12- 2-48
Getting Personal.....	Vol.5	No.50	-	12- 9-48
Getting Personal.....	Vol.5	No.51	-	12-16-48
Getting Personal.....	Vol.5	No.52	-	12-23-48

### GOOD NEIGHBOR PROGRAM

Chamber Group Making Trade Trip To Fresno				
Today.....	Vol.5	No.22	-	5-27-48
Trade Development Tour (pix).....	Vol.5	No.24	-	6-10-48
Trade Trip Slated For Santa Rosa,				
Healdsburg.....	Vol.5	No.27	-	7- 1-48
Bakersfield & San Francisco Groups To				
Have Trade Talks.....	Vol.5	No.37	-	9- 9-48
Chamber Delegation Honored By Sacramento				
Trade Club.....	Vol.5	No.38	-	9-16-48

### HAWAII

Chamber Trade Trip to Hawaii Slated for				
April 15 Sailing.....	Vol.5	No. 9	-	2-26-48
Program of Business Conferences Slated For				
Hawaii Trade Trip.....	Vol.5	No.12	-	3-18-48
Hawaiian Statehood Urged by Chamber.....	Vol.5	No.12	-	3-18-48
Hawaiian Neighbor Welcomed.....	Vol.5	No.26	-	6-24-48
Bob Gros Touring Hawaii As Special San				
Francisco Chamber Representative.....	Vol.5	No.50	-	12- 9-48

### HIGH SPOTS

High Spots - S.F. C. of C. Current Projects				
February, 1948.....	Vol.5	No. 6	-	2- 5-48
High Spots May.....	Vol.5	No.20	-	5-13-48
High Spots July.....	Vol.5	No.29	-	7-15-48
High Spots August 1948.....	Vol.5	No.33	-	8-12-48

### HOUSING

Housing - State Production May Hit Half				
Million.....	Vol.5	No.43	-	10-21-48
Area's Home Building Hits \$17,000,000				
During October.....	Vol.5	No.50	-	12- 9-48
Re-examination Of Housing Needs Urged				
By Chamber; Two Basic Issues Cited..	Vol.5	No.53	-	12-30-48



BAY REGION BUSINESS

1948

INDUSTRIAL

Ford Parts Contracts Awarded Eight Firms..	Vol.5	No. 4	-	1-22-48
Paper Company To Build Plant In S.F.....	Vol.5	No. 6	-	2- 5-48
New S.F. Handcraft Industry (pix).....	Vol.5	No. 6	-	2- 5-48
\$350,000,000 P.G. & E. Expansion Program				
Underway.....	Vol.5	No. 7	-	2-12-48
Record Geneva Steel Production.....	Vol.5	No. 7	-	2-12-48
Textile Testing Facilities Being				
Established Here.....	Vol.5	No. 8	-	2-26-48
Eastern Industrialist Purchases S.F. Firm..	Vol.5	No.10	-	3- 4-48
Steel Fabricating Plant Established in				
Richmond.....	Vol.5	No.10	-	3- 4-48
Parke, Davis & Co. Expanding S.F.				
Facilities.....	Vol.5	No.11	-	3-11-48
Kaar Engineering Co. To Double Production..	Vol.5	No.12	-	3-18-48
Major Engineering Expansion.....	Vol.5	No.12	-	3-18-48
New Western Steel Prices Boon to West -				
Merriman.....	Vol.5	No.19	-	5- 6-48
Maid of Cotton to Visit San Francisco.....	Vol.5	No.22	-	5-27-48
Electronics Group Tours Plant, (pix).....	Vol.5	No.25	-	6-17-48
Largest Truck Dealership Opens.....	Vol.5	No.27	-	7- 1-48
Small Industries in Northern California				
Form Trade Group.....	Vol.5	No.27	-	7- 1-48
New Steel Foundry Being Constructed.....	Vol.5	No.28	-	7- 8-48
Fox Discusses Industrial Transit, Water				
Problems.....	Vol.5	No.28	-	7- 8-48
United States Steel Chooses S.F. for				
Newest Warehouse.....	Vol.5	No.29	-	7-15-48
Masonite Moves Its Western Office to S.F..	Vol.5	No.30	-	7-22-48
State Fair to Salute California Industry..	Vol.5	No.30	-	7-22-48
Geneve Steel's Plate Mill Conversion				
Progressing Rapidly.....	Vol.5	No.40	-	7-22-48
New Plant Announced For Frozen Food Firm..	Vol.5	No.31	-	7-29-48
Western Chemical Production On Increases...	Vol.5	No.32	-	8- 5-48
P.E. Circuit Breaker Test Reported				
Largest Made.....	Vol.5	No.33	-	8-12-48
News S.F. Power Tool Industry (pix).....	Vol.5	No.34	-	8-19-48
Magna Corp. Wins Million Dollar Contract..	Vol.5	No.34	-	8-19-48
Region to Have Another Electronics				
Laboratory.....	Vol.5	No.34	-	8-19-48
Mexico to Get West's First Power Plant....	Vol.5	No.34	-	8-19-48
S.F. Firm Finances Plant in Holland.....	Vol.5	No.37	-	9- 9-48
Industrial Packaging Engineers Form				
Association Here.....	Vol.5	No.37	-	9- 9-48
Small Industries Group to Discuss First				
Year's Program.....	Vol.5	No.38	-	9-16-48
Plans for Industrial Mobilization to Be				
Discussed Here.....	Vol.5	No.38	-	9-16-48
New Stimulus to Western Industry (pix)....	Vol.5	No.44	-	10-28-48
S.F. Gets Face Cleaning Teat (pix).....	Vol.5	No.45	-	11- 4-48
New Survey Shows Unprecedented Growth of				
Chemical Industry.....	Vol.5	No.46	-	11-11-48



# I N D E X

## BAY REGION BUSINESS

1948

### INDUSTRIAL CONT'D

Pacific Coast Paper Starts New Warehouse.	Vol.5	No.46	-	11-11-48
Asbestos Firms Mergo; Facilities Enlarged.....	Vol.5	No.46	-	11-11-48
Pittsburgh Plate Glass Gets New Building, Triples Plant Space.....	Vol.5	No.40	-	9-30-48
S.F. Firm Wins Large Hospital Contract....	Vol.5	No.41	-	10- 7-48
Coal Chemicals Office Set Up by U.S. Steel	Vol.5	No.41	-	10- 7-48
S.F. Gets Modern Fabrics Shop.....	Vol.5	No.41	-	10- 7-48
Columbia's Only Tin Plate Mill opens at Pittsburg.....	Vol.5	No.43	-	10-21-48
Area's Research Facilities Will Be Studied By Top Industrialists.....	Vol.5	No.47	-	11-18-48
Marchant Brings Out New Calculator; Showings Being Held.....	Vol.5	No.47	-	11-18-48
West's Steel Expansion Subject of Talk Here.....	Vol.5	No.48	-	11-25-48
New Warehouse For Graybar Electric; Will Cost Almost a Million.....	Vol.5	No.48	-	11-25-48
Carlisle Opens New Plant.....	Vol.5	No.48	-	11-25-48
Small Industries Group Seeks Machine Shop Bids From Purchasing Agents.....	Vol.5	No.50	-	12- 9-48
California Leads In School Construction..	Vol.5	No.50	-	12- 9-48
Northern California Research Conference Will Feature Top Flight Speakers.....	Vol.5	No.53	-	12-30-48
Superior Electrocast Hits Steady Production.....	Vol.5	No.53	-	12-30-48
November Industrial Expansion.....	Vol.5	No. 2	-	1- 8-48
1947 Industrial Development Smashes All Records.....	Vol.5	No. 4	-	1-22-48
Textile Testing Facilities Being Established Here.....	Vol.5	No. 9	-	2-26-48
January Industrial Expansion.....	Vol.5	No. 9	-	2-26-48
Manufacturing Data Needed For Census In Bay Area.....	Vol.5	No.12	-	3-18-48
KSFO Television Equipment Arriving Soon..	Vol.5	No.12	-	3-18-48
S.F. Chamber Industrial Manager Making Eastern Trip.....	Vol.5	No.14	-	4- 1-48
February Industrial Expansion.....	Vol.5	No.14	-	4- 1-48
A.M.A. Holding Packaging Show In Cleveland This Month.....	Vol.5	No.17	-	4-27-48
Eastern Industry Interested In Bay Area Advantages, Says Fox.....	Vol.5	No.17	-	4-22-48
March Industrial Projects Worth \$8,000,000	Vol.5	No.18	-	4-29-48
Pollution Committee Resuming Hearings....	Vol.5	No.19	-	5- 6-48
April Industrial Expansion.....	Vol.5	No.23	-	6- 8-48
Southern Crossing Arguments Reaffirmed In Club Talk Here.....	Vol.5	No.23	-	6- 8-48
B.A.I.E. To Be Largest Industrial Display In The West.....	Vol.5	No.24	-	6-10-48
Electronics Group Tours Plant (pix).....	Vol.5	No.25	-	6-17-48



# I N D E X

## BAY REGION BUSINESS 1948

### INDUSTRIAL CONT'D

B.A.I.E. Pays Off (pix).....	Vol.5	No.26	-	6-24-48
Space of Industrial Exposition Sold Out..	Vol.5	No.26	-	6-24-48
B.A.I.E. Gets Official Support (pix).....	Vol.5	No.27	-	7- 1-48
May Industrial Expansion.....	Vol.5	No.27	-	7- 1-48
New Steel Foundry Being Constructed.....	Vol.5	No.28	-	7- 8-48
Chester C. Fisk Named Chamber Industrial Manager.....	Vol.5	No.29	-	7-15-48
Bay Area Industrial Exposition Hailed Success; 100,000 Attend.....	Vol.5	No.30	-	7-22-48
June Industrial Expansion.....	Vol.5	No.31	-	7-29-48
Western Chemical Production On Increase..	Vol.5	No.32	-	8- 5-48
1948 Public Utility Property Has Ten Per Cent Increase.....	Vol.5	No.33	-	8-12-48
Industrial Exposition Elects New Director	Vol.5	No.33	-	8-12-48
Bureau of Reclamation Will Make Bay Area Water Studies.....	Vol.5	No.34	-	8-19-48
Selective Service.....	Vol.5	No.34	-	8-19-48
July Industrial Expansion.....	Vol.5	No.37	-	9- 9-48
Food Industry Leads 1947 Industrial Investment.....	Vol.5	No.39	-	9-23-48
Industrial Expansion - August.....	Vol.5	No.40	-	9-30-48
1949 B.A.I.E. Gets Okay.....	Vol.5	No.43	-	10-21-48
Industrial Expansion - September.....	Vol.5	No.44	-	10-28-48
New Survey Shows Unprecedented Growth of Chemical Industry.....	Vol.5	No.46	-	11-11-48
Industrial Expansion - October.....	Vol.5	No.48	-	11-25-48
Industrial Expansion - November.....	Vol.5	No.53	-	12-30-48

### JUNIOR CHAMBER OF COMMERCE

Thirty Calves To Be Awarded Young Farmers Of S.F. Show.....	Vol.5	No. 9	-	2-26-48
Harbor Day Plans Ready; Will Feature Tours, Races, Air Show.....	Vol.5	No.29	-	7-15-48
Calf Winners Receive Awards at Gilroy....	Vol.5	No.30	-	7-22-48
Young Farmers Get Future Champions (pix)...	Vol.5	No.30	-	7-22-48
N.Y. Port Director to Speak Harbor Day...	Vol.5	No.31	-	7-29-48
Junior Chamber Launches Blood Bank Drive..	Vol.5	No.32	-	8- 5-48
Industrial Exposition Elects New Directors.....	Vol.5	No.33	-	8-12-48
Football Kickoff Luncheon Set For Aug. 31	Vol.5	No.35	-	8-26-48
1949 B.A.I.E. Gets Okay.....	Vol.5	No.43	-	10-21-48

### LEGISLATION (General)

Revision of State Constitution Studied...	Vol.5	No.10	-	3- 4-48
Seek Clarification of 'Overtime-on-Over- Time.....	Vol.5	No.11	-	3-11-48
Re-entry of Chinese Nationals Sought.....	Vol.5	No.14	-	4- 1-48
Congressmen Express Views on ERP Ship Chartering.....	Vol.5	No.15	-	4- 8-48
Chamber Seeks Legislation Changes in Ships Service Stores.....	Vol.5	No.15	-	4- 8-48





BAY REGION BUSINESS

1948

LEGISLATION (General)

Bill Establishing Minimum, Maximum Duty  
 Rates Opposed.....Vol.5 No.20 - 5- 6-48  
 Legislation For U.S. Merchant Marine  
 Development Endorsed.....Vol.5 No.25 - 6-17-48  
 Amendment to State Full Crew Law Sought  
 Here.....Vol.5 No.37 - 9- 9-48  
 Chamber Supports Firemen's Retirement  
 Increase Benefits.....Vol.5 No.37 - 9- 9-48  
 Seek Clarification Of 'Overtime-on-Over-  
 Time.....Vol.5 No.46 - 11-11-48  
 A Special Report - ECA And The New Congress  
 Vol.5 No.52 - 12-23-48

LOUIS B. LUNDBORG

Lundborg on Advertising School Advisory  
 Group.....Vol.5 No. 3 - 1-15-48  
 Western States Group Acting To Speed  
 Alaska Development.....Vol.5 No. 5 - 1-29-48  
 Lundborg to Address Rotary Club Members..Vol.5 No.10 - 3- 4-48  
 Lundborg to Attend Western States MeetingVol.5 No.11 - 3-11-48  
 Western Group Acts on Tidelands, Hawaii,  
 Alaska.....Vol.5 No.13 - 3-25-48  
 Louis Lundborg to Speak at Utah Agricultural  
 Meeting.....Vol.5 No.18 - 4-29-48  
 S.F. Chamber Head Takes New Post.....Vol.5 No.22 - 5-27-48  
 A. Review Of The Lundborg Administration.Vol.5 No.22 - 5-27-48  
 Lundborg Service Commended By. S.F. Board  
 of Supervisors.....Vol.5 No.24 - 6-10-48

MANUFACTURERS AND WHOLESALERS ASS'N OF S.F.

'Oscar Fashion Awards To Be Given During  
 Fall Market.....Vol.5 No.15 - 4- 8-48  
 Largest West Coast Apparel Showing Slated  
 For November.....Vol.5 No.30 - 7-22-48  
 Carnival of Fashion Slated for Nov. 7-11.Vol.5 No.39 - 9-23-48  
 S.F. Fashions Slated for N.Y. Market  
 Showings.....Vol.5 No.46 - 11-11-48  
 San Francisco Styles Go To New York.....Vol.5 No.47 - 11-18-48

MARKET WEEK

Market Weeks To Open Here Soon.....Vol.5 No. 3 - 1-15-48  
 Winter Market Week Opens Here; 2000  
 Displays Shown.....Vol.5 No. 6 - 2- 5-48  
 Largest West Coast Apparel Showing Slated  
 For November.....Vol.5 No.30 - 7-22-48  
 Home Goods Market Draws 10,000; Gift Show  
 Attendance Up.....Vol.5 No.32 - 8- 5-48



RAY REGION BUSINESS

1948

MEMBERSHIP

What's Being Done About Traffic?			
(A report).....	Vol.5	No.33	- 8-12-48
Rose Named Membership Head In Stepped-Up			
Program.....	Vol.5	No.39	- 9-23-48
Charles R. Rose (pix).....	Vol.5	No.39	- 9-23-48
They're New But Old!.....	Vol.5	No.42	- 10-14-48

MINING

Filming of State's Gold Mining Sought....	Vol.5	No.20	- 5-13-48
Congressman Engle Reports On Recent Mining			
Developments.....	Vol.5	No.29	- 7-15-48
American Mining Congress to Open Here			
September 20-25.....	Vol.5	No.37	- 9- 9-48
Mining Meeting Nears.....	Vol.5	No.38	- 9-16-48
Mineral Survey Asked To Fill Local Need..	Vol.5	No.40	- 9-30-48
Mining Representation Sought For			
Comission.....	Vol.5	No. 3	- 1-15-48
American Mining and Metallurgical			
Engineers To Meet.....	Vol.5	No.51	- 12-16-48
Mining Problems Spotlighted At Meeting...	Vol.5	No.51	- 12-16-48

MISCELLANEOUS

Monument To San Francisco Growth.....	Vol.5	No. 4	- 1-22-48
Pillar Point Breakwater Sought by S.F.			
Chamber.....	Vol.5	No. 5	- 1-29-48
Tribute To Jesse Colman.....	Vol.5	No. 5	- 1-29-48
Power Shortage Critical! Emergency			
Supplement.....	Vol.5	No. 5A	2- 5-48
Businessmen's Art Show.....	Vol.5	No. 7	- 2-12-48
Red Cross - You Are Their Hope			
Give Gladly.....	Vol.5	No. 7	- 2-12-48
Chamber Services on Increase.....	Vol.5	No. 9	- 2-26-48
Power Shortage.....	Vol.5	No. 9	- 2-26-48
Daylight Saving Urged.....	Vol.5	No.10	- 3- 4-48
Food Acceptance Laboratory Established...	Vol.5	No.10	- 3- 4-48
Red Cross Asking S.F. For \$1,059,000....	Vol.5	No.11	- 3-11-48
Scrap Metal Short; Nationwide Drive On...	Vol.5	No.12	- 3-18-48
California Spring Garden Show Opens Here			
April 27.....	Vol.5	No.12	- 3-18-48
Maiden Lane Festival.....	Vol.5	No.13	- 3-25-48
You Are Their Hope - Give Gladly To The			
Red Cross.....	Vol.5	No.13	- 3-25-48
Know Your Schools.....	Vol.5	No.15	- 4- 8-48
Attention: S.F. Police.....	Vol.5	No.15	- 4- 8-48
Register Before April 23.....	Vol.5	No.16	- 4-15-48
Appeal For Salvage.....	Vol.5	No.16	- 4-15-48
Pan American League Offering Scholarship...	Vol.5	No.17	- 4-27-48
Sports, Travel & Boat Show Slated For S.F.	Vol.5	No.17	- 4-27-48
TO SUBSCRIBERS	Vol.5	No.17	- 4-27-48



# I N D E X

## BAY REGION BUSINESS 1948

### MISCELLANEOUS CONT'D

New Harbor Sightseeing Boat Now In Service.....	Vol.5	No.21	-	5-20-48
Ice Follies Return to San Francisco For 12th. Season.....	Vol.5	No.24	-	6-10-48
S.F. Chamber Executives at Western Institute of National Chamber.....	Vol.5	No.26	-	6-24-48
Holiday Coming.....	Vol.5	No.27	-	7- 1-48
What Happened In 1894? Ask Chamber!.....	Vol.5	No.29	-	7-15-48
Joseph Lee Week.....	Vol.5	No.30	-	7-22-48
New Fire Safety Committees Named For Special Projects.....	Vol.5	No.30	-	7-22-48
Rodeo World Series Set Here During Exposition.....	Vol.5	No.30	-	7-22-48
CORRECTION.....	Vol.5	No.31	-	7-29-48
San Francisco Firm Gets State Fair Contract.....	Vol.5	No.32	-	8- 5-48
State Water Resources Hearing Here Tomorrow.....	Vol.5	No.32	-	8- 5-48
New 'Life' Delivery Date.....	Vol.5	No.33	-	8-12-48
World's Largest Drive-In Opens Here.....	Vol.5	No.33	-	8-12-48
Golden Gate Business Courses Slated for Fall.....	Vol.5	No.34	-	8-19-48
New Boat For S.F. Bay Sightseers.....	Vol.5	No.34	-	8-19-48
British Trade Adviser Here to Meet Businessmen.....	Vol.5	No.34	-	8-19-48
Employee Benefit Course Offered Here.....	Vol.5	No.35	-	8-26-48
Record Toy Firm Opens Here.....	Vol.5	No.35	-	8-26-48
Community Chest in Action.....	Vol.5	No.36	-	9- 2-48
Private Fliers Asked to Join Redwood Air Tour.....	Vol.5	No.37	-	9- 9-48
Retail Advertising Course Offered for First Time.....	Vol.5	No.37	-	9- 9-48
A San Francisco Gift.....	Vol.5	No.37	-	9- 9-48
San Francisco Finances Plant in Holland.....	Vol.5	No.37	-	9- 9-48
Bay Area Advertising Art To Be Displayed For First Time.....	Vol.5	No.38	-	9-16-48
Selling Course Starts.....	Vol.5	No.38	-	9-16-48
Municipal Theater Drives for New Membership Support.....	Vol.5	No.39	-	9-23-48
Community Chest Needs Four Million.....	Vol.5	No.39	-	9-23-48
Collective Bargaining Techniques To Be Taught.....	Vol.5	No.40	-	9-30-48
Hire the Handicapped; It's Good Business.....	Vol.5	No.40	-	9-30-48
S.F. Firm Wins Large Hospital Contract.....	Vol.5	No.41	-	10- 7-48
They're New But Old!.....	Vol.5	No.42	-	10-14-48
S.F. Gets First Danish Silver Shop.....	Vol.5	No.43	-	10-21-48
IN MEMORIAM - Harold B. Mills.....	Vol.5	No.44	-	10-28-48
MERRY CHRISTMAS - Buy Christmas Seals 1948.....	Vol.5	No.49	-	12- 2-48
Fight Tuberculosis By Buying Christmas Seals.....	Vol.5	No.50	-	12- 9-48



I N D E X

BAY REGION BUSINESS  
1948

N.A.M.D. (National Ass'n of Membership Directors)

N.A.M.D. Meeting.....Vol.5 No. 6 - 2- 5-48

NAVY

Chamber Group Visits S.F. Naval

Shipyard.....Vol.5 No.15 - 4- 8-48

Shipyard Commander.....Vol.5 No.30 - 7-22-48

Navy's Future Plans to Be Told Here.....Vol.5 No.43 - 10-21-48

Electronics Training at Treasure Island..Vol.5 No.50 - 12- 9-48

HENRY E. NORTH, 1949 President of C. of C.

Henry E. North Is New Chamber Head.....Vol.5 No.50 - 12- 9-48

POPULATION

The Future Looks Bright (Editorial Page of

THE CALL-BULLETIN).....Vol.5 No. 5 - 1-29-48

PORTOLA FESTIVAL

Scripts Sought For Portola Festival

Pageant.....Vol.5 No.11 - 3-11-48

Portola Trek Begins In San Diego.....Vol.5 No.29 - 7-15-48

PUBLIC RELATIONS DEPARTMENT

New Public Relations Program.....Vol.5 No. 3 - 1-15-48

Portrait of a City.....Vol.5 No. 3 - 1-15-48

C of C Public Relations Appointments

Announced.....Vol.5 No.13 - 3-25-48

RADIO

West to Have Annual Radio Conference....Vol.5 No.12 - 3-18-48

KSFO Television Equipment Arriving Soon..Vol.5 No.12 - 3-18-48

Chamber Launches Radio Series on SwindlesVol.5 No.13 - 3-25-48

Buying Homes is C of C Radio Subject....Vol.5 No.14 - 4- 1-48

U.S. Chamber Starts New Radio Series....Vol.5 No.16 - 4-15-48

Schemes Featured On KQW Series.....Vol.5 No.16 - 4-15-48

Listen to 'Look Before You Weep'.....Vol.5 No.17 - 4-22-48

Life Insurance is Chamber Radio Topic....Vol.5 No.18 - 4-29-48

Used Car Buying To Be Discussed On C of C

Radio Program.....Vol.5 No.21 - 5-20-48

Chamber Radio Series to Discuss Advertising

Vol.5 No.33 - 8-12-48

The Standard Hour - War Memorial Opera

House.....Vol.5 No.35 - 8 -26-48

Chamber Members Invited to Standard Hour.Vol.5 No.36 - 9- 2-48

World Affairs Program Has First

Anniversary.....Vol.5 No.40 - 9-30-48

KPIX TV Cameras Arrive By Air.....Vol.5 No.41 - 10- 7-48

KPIX Starts Television Operations This

Month.....Vol.5 No.51 - 12-16-48

RATES - FREIGHT

Eastern Discrimination Charged In I.C.C.

Freight Rate Cut On Beer.....Vol.5 No. 2 - 1-13-48





BAY REGION BUSINESS

1948

RESEARCH DEPARTMENT

1947 Taxable Retail Sales 20% Above 1946.Vol.5 No.15 - 4- 8-48  
Purchases Increase - Coast Wholesale Sales  
Up 4 Per Cent.....Vol.5 No.17 - 4-22-48  
Business Activity - San Francisco 1900-1947  
Chart.....Vol.5 No.18 - 4-29-48  
Rental Housing & Private Enterprises....Vol.5 No.18 - 4-29-48  
Pacific Coast Wholesale Volume Up 11%  
Over 1947.....Vol.5 No.25 - 6-17-48  
San Francisco Tax Calendar Second-Half  
1948 .....Vol.5 No.25 - 6-17-48  
Independent Retail Sales Up 3 Per Cent....Vol.5 No.26 - 6-24-48  
Pacific Coast Wholesale Sales.....Vol.5 No.29 - 7-15-48  
General Business Activity Thumb Nail  
Sketch.....Vol.5 No.32 - 8- 5-48  
Survey of Business Conditions in S.F..  
June, 1948.....Vol.5 No.32 - 8- 5-48  
San Francisco Population - Increase -  
Business Activity.....Vol.5 No.35 - 8-26-48  
Bay Area Income Up 400 Million, Says  
C. of C. Survey.....Vol.5 No.35 - 8-26-48  
July Wholesale Sales Equal June, Top  
Last July.....Vol.5 No.39 - 9-23-48  
General Business Activity.....Vol.5 No.41 - 10- 7-48  
Survey of Business Conditions in S.F.....Vol.5 No.41 - 10- 7-48  
State Leads Nation In Home Building With  
50% Increase.....Vol.5 No.42 - 10-14-48  
Housing - State Production May Hit Half  
Million.....Vol.5 No.43 - 10-21-48  
Rail and Ship Movements Drop Here; Air  
Freight Up.....Vol.5 No.45 - 11- 4-48  
S.F. Living Costs Take New Jump in Sept..Vol.5 No.45 - 11- 4-48  
Federal Discrimination Charged By ChamberVol.5 No.52 - 12-23-48  
National Retail Merchants Day Adopted....Vol.5 No. 5 - 1-29-48  
City Plans To Be Heard at Chamber-Merchants  
Dinner.....Vol.5 No.38 - 9-16-48  
Districts to Get Lowdown on San Francisco  
Developments.....Vol.5 No.39 - 9-23-48  
Elmer Robinson (pix).....Vol.5 No.39 - 9-23-48  
Fillmore Problems Discussed (pix).....Vol.5 No.44 - 10-28-48  
New Retail Group Heads (pix).....Vol.5 No.48 - 11-25-48

SECOND BAY CROSSING

Southern Crossing Arguments Reaffirmed  
In Club Talk Here.....Vol.5 No.23 - 6- 8-48  
Two Bay Crossings Unnecessary, Too Costly,  
Says Chamber Report.....Vol.5 No.40 - 9-30-48  
Bay Crossing Plans On View (with pix)....Vol.5 No.49 - 12- 2-48  
Chamber Asks State To Delay Decision On  
Site; Urges DeLew Study.....Vol.5 No.51 - 12-16-48

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# I N D E X

## BAY REGION BUSINESS

1948

### SHIPPING

C. of C. Report Analyzes S.F. Port Loss..Vol.5	No. 5	-	1-29-48
Your Chamber Works For You! Editorial			
Reprints, News & Chronicle on Port....Vol.5	No. 7	-	2-12-48
Shipping Film Is Available for Showings..Vol.5	No. 7	-	2-12-48
Retention of Proposed Canal Tolls Sought..Vol.5	No.11	-	3-11-48
1947 Safest In S.F. Waterfront History...Vol.5	No.15	-	4- 8-48
Browner To Discuss S.F. Port Development..Vol.5	No.16	-	4-15-48
Lurline Sails At Noon Today.....Vol.5	No.16	-	4-15-48
Aid By Businessmen Urged In Port			
Development Program.....Vol.5	No.17	-	4-22-48
West Coast-Panama Ship Route Extended;			
First Sailing Next Week.....Vol.5	No.24	-	6-10-48
Cargo Institute Formed by State Aero			
Commission.....Vol.5	No.30	-	7-22-48
New Alaska Steamer Service Is Boon To			
Port - Browner.....Vol.5	No.34	-	8-19-48
Round-The-World Liner.....Vol.5	No.35	-	8-26-48
Panama Canal Toll Hike Postponed.....Vol.5	No.38	-	9-16-48
Chamber Supports W.E.A. Strike Stand;			
Cities Shipping Disruption and Losses..Vol.5	No.40	-	9-30-48
Boon Seen For California Shippers In			
Company Purchase.....Vol.5	No.40	-	9-30-48
Marine Exchange Now Independent.....Vol.5	No.53	-	12-30-48

### SPECIAL EVENTS

City's Founding To Be Celebrated June 29..Vol.5	No.26	-	6-24-48
Rodeo World Series Set Here During			
Exposition.....Vol.5	No.30	-	7-22-48
The Standard Hour - War Memorial Operal			
House.....Vol.5	No.35	-	8-26-48
Chamber Members Invited to Standard Hour..Vol.5	No.36	-	9- 2-48
Community Chest in Action.....Vol.5	No.36	-	9- 2-48
Carnival of Fashion Slated for Nov. 7-11..Vol.5	No.39	-	9-23-48
Stop Export Theft' Is Aim of Contest....Vol.5	No.39	-	9-23-48
1949 B.A.I.E. Gets Okay.....Vol.5	No.43	-	10-43-48

### SPECIAL PROJECTS

S.F. Chamber Executive On Speaking Tour			
In East and South.....Vol.5	No.11	-	3-11-48
Christmas Decorations Contest Judges			
Named.....Vol.5	No.48	-	11-25-48
MERRY CHRISTMAS - 1948 Seals Pix.....Vol.5	No.49	-	12- 2-48
Bob Gros Touring Hawaii As Special San			
Francisco Chamber Representative.....Vol.5	No.50	-	12- 9-48
Northern California Research Conference			
Will Feature Top Flight Speakers.....Vol.5	No.53	-	12-30-48

### STAFF EXECUTIVES, S.F. C. of C.

Pix of Staff Executives San Francisco			
Chamber of Commerce.....Vol.5	No. 1	-	1- 1-48

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945	946	947	948	949	950	951	952	953	954	955	956	957	958	959	960	961	962	963	964	965	966	967	968	969	970	971	972	973	974	975	976	977	978	979	980	981	982	983	984	985	986	987	988	989	990	991	992	993	994	995	996	997	998	999	1000	1001	1002	1003	1004	1005	1006	1007	1008	1009	1010	1011	1012	1013	1014	1015	1016	1017	1018	1019	1020	1021	1022	1023	1024	1025	1026	1027	1028	1029	1030	1031	1032	1033	1034	1035	1036	1037	1038	1039	1040	1041	1042	1043	1044	1045	1046	1047	1048	1049	1050	1051	1052	1053	1054	1055	1056	1057	1058	1059	1060	1061	1062	1063	1064	1065	1066	1067	1068	1069	1070	1071	1072	1073	1074	1075	1076	1077	1078	1079	1080	1081	1082	1083	1084	1085	1086	1087	1088	1089	1090	1091	1092	1093	1094	1095	1096	1097	1098	1099	1100	1101	1102	1103	1104	1105	1106	1107	1108	1109	1110	1111	1112	1113	1114	1115	1116	1117	1118	1119	1120	1121	1122	1123	1124	1125	1126	1127	1128	1129	1130	1131	1132	1133	1134	1135	1136	1137	1138	1139	1140	1141	1142	1143	1144	1145	1146	1147	1148	1149	1150	1151	1152	1153	1154	1155	1156	1157	1158	1159	1160	1161	1162	1163	1164	1165	1166	1167	1168	1169	1170	1171	1172	1173	1174	1175	1176	1177	1178	1179	1180	1181	1182	1183	1184	1185	1186	1187	1188	1189	1190	1191	1192	1193	1194	1195	1196	1197	1198	1199	1200	1201	1202	1203	1204	1205	1206	1207	1208	1209	1210	1211	1212	1213	1214	1215	1216	1217	1218	1219	1220	1221	1222	1223	1224	1225	1226	1227	1228	1229	1230	1231	1232	1233	1234	1235	1236	1237	1238	1239	1240	1241	1242	1243	1244	1245	1246	1247	1248	1249	1250	1251	1252	1253	1254	1255	1256	1257	1258	1259	1260	1261	1262	1263	1264	1265	1266	1267	1268	1269	1270	1271	1272	1273	1274	1275	1276	1277	1278	1279	1280	1281	1282	1283	1284	1285	1286	1287	1288	1289	1290	1291	1292	1293	1294	1295	1296	1297	1298	1299	1300	1301	1302	1303	1304	1305	1306	1307	1308	1309	1310	1311	1312	1313	1314	1315	1316	1317	1318	1319	1320	1321	1322	1323	1324	1325	1326	1327	1328	1329	1330	1331	1332	1333	1334	1335	1336	1337	1338	1339	1340	1341	1342	1343	1344	1345	1346	1347	1348	1349	1350	1351	1352	1353	1354	1355	1356	1357	1358	1359	1360	1361	1362	1363	1364	1365	1366	1367	1368	1369	1370	1371	1372	1373	1374	1375	1376	1377	1378	1379	1380	1381	1382	1383	1384	1385	1386	1387	1388	1389	1390	1391	1392	1393	1394	1395	1396	1397	1398	1399	1400	1401	1402	1403	1404	1405	1406	1407	1408	1409	1410	1411	1412	1413	1414	1415	1416	1417	1418	1419	1420	1421	1422	1423	1424	1425	1426	1427	1428	1429	1430	1431	1432	1433	1434	1435	1436	1437	1438	1439	1440	1441	1442	1443	1444	1445	1446	1447	1448	1449	1450	1451	1452	1453	1454	1455	1456	1457	1458	1459	1460	1461	1462	1463	1464	1465	1466	1467	1468	1469	1470	1471	1472	1473	1474	1475	1476	1477	1478	1479	1480	1481	1482	1483	1484	1485	1486	1487	1488	1489	1490	1491	1492	1493	1494	1495	14
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BAY REGION BUSINESS  
1948TAXES (General)

S.F. Tax Calendar-First Quarter 1948.....	Vol.5	No. 4	-	1-22-48
S.F. Tax Calendar-Second Quarter 1948				
City-State-Federal.....	Vol.5	No.13	-	3-25-48
Equalization Board Making Industry				
Classification Survey.....	Vol.5	No.29	-	7-15-48
New License Tax For S.F. Electrical				
Vendors Now Due.....	Vol.5	No.31	-	7-29-48
City Sales Taxes.....	Vol.5	No.40	-	9-30-48

TELEVISION

KSFO Television Equipment Arriving Soon..	Vol.5	No.12	-	3-18-48
KPIX TV Cameras Arrive By Air.....	Vol.5	No.41	-	10- 7-48

TRAFFIC (TRANSPORTATION)

Six Downtown Traffic Improvements Urged..	Vol.5	No. 5	-	1-29-48
Area Leaders to Discuss Transit Authority	Vol.5	No. 9	-	2-26-48
Uniform Markings for Traffic Police Asked	Vol.5	No.13	-	3-25-48
Police, Parking, Traffic Discussed by				
Merchants.....	Vol.5	No.15	-	4- 8-48
Amendments To State's Off-Street Parking				
Laws Urged.....	Vol.5	No.20	-	5-13-48
Shoreline Highway Development Funds				
Sought From State.....	Vol.5	No.33	-	8-12-48
What's Being Done About Traffic? (A report				
to Membership.....	Vol.5	No.33	-	8-12-48
Progress Report - Traffic.....	Vol.5	No.34	-	8-19-48
Chamber Takes Action To Fight Traffic				
Death Toll.....	Vol.5	No.35	-	8-26-48
S.F. Tourists to Get Traffic Hints In				
Safety Drive.....	Vol.5	No.36	-	9- 2-48
Welcome to San Francisco.....	Vol.5	No.36	-	9- 2-48
Help of Police, Traffic Courts Asked in				
Traffic Safety Drive.....	Vol.5	No.37	-	9- 9-48
Progress Report - Traffic.....	Vol.5	No.39	-	9-23-48
Crackdown On Traffic Violators Asked Of				
Judges, Police Officials.....	Vol.5	No.39	-	9-23-48
Hearing Asked on Proposed Rail Rate Hike..	Vol.5	No.45	-	11- 4-48
Chamber Okays Dime Streetcar Fare.....	Vol.5	No.45	-	11- 4-48
Aggressive Drive Set For Highway Funds...	Vol.5	No.46	-	11-11-48
Railway Modernization Moving Swiftly....	Vol.5	No.46	-	11-11-48
Traffic Safety Aim of High School Classes	Vol.5	No.48	-	11-25-48
Tudor Renort Will Be Heard by Committee..	Vol.5	No.51	-	12-16-48
Pillar Point Breakwater Sought by S.F.				
Chamber.....	Vol.5	No. 5	-	1-29-48
Retention of Present Canal Tolls Sought..	Vol.5	No.11	-	3-11-48
Chamber Opposes Creation of Federal				
Transportation Agency.....	Vol.5	No.13	-	3-25-48
S.F. - Alaska Steamer Sailing Announced				
Here.....	Vol.5	No.17	-	4-22-48
Chamber Continues Drive For Pillar Point				
Breakwater.....	Vol.5	No.17	-	4-22-48



# I N D E X

## BAY REGION BUSINESS 1948

### TRANSPORTATION CONT'D

Pan American & Matson Sign Air-Sea Agreement.....	Vol.5	No.18	-	4-29-48
S.F. - Havana Steamship Service Inaugurated.....	Vol.5	No.24	-	6-10-48
Shortage of Open Top Freight Cars Critical.....	Vol.5	No.24	-	6-10-48
Freight Traffic Problem Being Discussed Here.....	Vol.5	No.25	-	6-17-48
New Addition to C. of C. Transportation Staff.....	Vol.5	No.26	-	6-24-48
Suspension of Railroad Rate Tariff Sought.....	Vol.5	No.28	-	7- 8-48
What Happened In 1894? Ask Chamber!.....	Vol.5	No.29	-	7-15-48
Local S.F. Rail Rates On Grain Changed....	Vol.5	No.29	-	7-15-48
New Increase in Rail Freight Rates Called 'Prejudicial'.....	Vol.5	No.36	-	9- 2-48
ICC Suspends Part of Recent Freight Rate Increase.....	Vol.5	No.38	-	9-16-48
Panama Canal Toll Hike Postponed.....	Vol.5	No.38	-	9-16-48
Gondola Cars Critical.....	Vol.5	No.38	-	9-16-48
50,000 Freight Car Loadings Expected.....	Vol.5	No.39	-	9-23-48
Rail & Ship Movements Drop Here; Air Freight Up.....	Vol.5	No.45	-	11- 4-48
Merchant Marine Program Underway.....	Vol.5	No.46	-	11-11-48
Truck Rental Company Purchased By. S.F. Firm.....	Vol.5	No.50	-	12- 9-48
Chamber Protests ECA Ruling On Increased Use of Foreign Vessels.....	Vol.5	No.51	-	12-16-48
Immediate Action Asked On Basing Point Pricing Problem.....	Vol.5	No.52	-	12-23-48

### WASHINGTON OFFICE, S.F. C. OF C.

Notes from the Chamber's Washington Office.....	Vol.5	No.13	-	3-25-48
Notes from the Chamber's Washington Office.....	Vol.5	No.14	-	4- 1-48
Notes from the Chamber's Washington Office.....	Vol.5	No.15	-	4- 8-48
Washington Notes.....	Vol.5	No.16	-	4-15-48
Notes from the Chamber's Washington Office.....	Vol.5	No.17	-	4-22-48
Alexander von Hoffman Heads Chamber's Washington Office.....	Vol.5	No. 3	-	1-15-48
Notes from the Chamber Washing Office....	Vol.5	No. 9	-	2-26-48
Licensing Hearing.....	Vol.5	No. 9	-	2-26-48
Notes from the Chamber Washington Office.....	Vol.5	No.11	-	3-11-48
Notes from the Chamber Washington Office.....	Vol.5	No.12	-	3-18-48
Notes from the Chamber Washington Office.....	Vol.5	No.18	-	4-20-48
Congress and Industry Meet.....	Vol.5	No.19	-	5- 6-48
Notes from the Chamber Washington Office.....	Vol.5	No.19	-	5- 6-48
Notes from the Chamber Washington Office.....	Vol.5	No.20	-	5-13-48
Notes from the Chamber Washington Office.....	Vol.5	No.21	-	5-20-48
Notes from the Chamber Washington Office.....	Vol.5	No.23	-	6- 8-48
Notes from the Chamber Washington Office.....	Vol.5	No.24	-	6-10-48





# I N D E X

## BAY REGION BUSINESS

1948

### WASHINGTON OFFICE, S.F. C. OF C. CONT'D

Notes from the Washington Office.....	Vol.5	No.26	-	6-24-48
Notes from the Chamber Washington Office.....	Vol.5	No.29	-	7-15-48
Von Hafften In S.F. For Conferences.....	Vol.5	No.29	-	7-15-48
Reports From the Chamber's Washington Office.....	Vol.5	No.37	-	9- 9-48
Reports from the Chamber's Washington Office.....	Vol.5	No.38	-	9-16-48
Reports from the Chamber's Washington Office.....	Vol.5	No.39	-	9-23-48
Tanner Will Confer On Washington Services.....	Vol.5	No.40	-	9-30-48
Reports from the Chamber's Washington Office.....	Vol.5	No.42	-	10-14-48
Reports from the Chamber's Washington Office.....	Vol.5	No.43	-	10-21-48
Reports from the Chamber's Washington Office.....	Vol.5	No.44	-	10-28-48
Reprcts from the Charber's Washington Office.....	Vol.5	No.46	-	11-11-48
Reports from the Chamber's Washington Office.....	Vol.5	No.47	-	11-18-48
Reports from the Chamber's Washington Office.....	Vol.5	No.48	-	11-25-48
Reports from the Chamber's Washington Office.....	Vol.5	No.49	-	12- 2-48
Reports from the Chamber's Washington Office.....	Vol.5	No.50	-	12- 9-48
Reports from the Chamber's Washington Office.....	Vol.5	No.51	-	12-16-48
A Special Report - ECA and the New Congress.....	Vol.5	No.52	-	12-23-48
Reports from the Chamber's Washington Office.....	Vol.5	No.52	-	12-23-48
Reports from the Chamber's Washington Office.....	Vol.5	No.53	-	12-30-48

### WESTERN JEWELRY MART

Headquarters for Jewelry Industry.....	Vol.5	No.13	-	3-25-48
--	-------	-------	---	---------

### WESTERN MERCHANDISE MART

Headquarters for Buyers (pix).....	Vol.5	No. 7	-	2-12-48
Record Winter Market (pix).....	Vol.5	No. 7	-	2-12-48
Latest Toys & Juvenile Goods To Be Displayed.....	Vol.5	No.17	-	4-27-48
Western Summer Market Set For Aug. 2-7....	Vol.5	No.29	-	7-15-48
Home Goods Market Draws 10,000; Gift Show Attendance Up.....	Vol.5	No.32	-	8- 5-48
Home Goods Industry Having Winter Market Here January 31.....	Vol.5	No.50	-	12- 9-48



# I N D E X

## BAY REGION BUSINESS

1948

### WESTERN STATES COUNCIL

Western States Group Acting To Speed Alaska Development.....	Vol.5 No. 5	-	1-29-48
Western Group Acts on Tideland's, Hawaii, Alaska.....	Vol.5 No.13	-	3-25-48

### WORLD TRADE

First Postwar Shipment of Philippine Sugar Arrives Here.....	Vol.5 No. 3	-	1-15-48
C. of C. Report Analyzes S.F. Port Loss.....	Vol.5 No. 5	-	1-29-48
Improvement in O.I.T. Export Control Procedure Sought.....	Vol.5 No. 5	-	1-29-48
World Trade Week - Man 16-22 (pix).....	Vol.5 No. 5	-	1-29-48
World Trade Week Plans Told at Meeting.....	Vol.5 No. 5	-	1-29-48
Congressional Review of Export Licensing Policy Sought.....	Vol.5 No. 6	-	2- 5-48
Langran Named To. S.F. Chamber World Trade Staff.....	Vol.5 No. 7	-	2-12-48
Foreign Government Lists Available.....	Vol.5 No. 7	-	2-12-48
Bay Area's Imports Gain During 1947; Exports Drop Slightly.....	Vol.5 No.10	-	3- 4-48
Harriman to Sign S.F. Foreign Trade Zone Charter March 10.....	Vol.5 No.10	-	3- 4-48
Foreign Chartering of American Ships Protested.....	Vol.5 No.14	-	4- 1-48
Exhibit Space Available at World Trade Show.....	Vol.5 No.14	-	4- 1-48
Re-entry of Chinese Nat'ls Sought.....	Vol.5 No.14	-	4- 1-48
Philippine Leaders Enthused Over. S.F. Chamber Trade Trip.....	Vol.5 No.15	-	4- 8-48
Congressmen Express Views on ERP Ship Chartering.....	Vol.5 No.15	-	4- 8-48
Pan American Week to be Celebrated Here.....	Vol.5 No.15	-	4- 8-48
Miss Maritime Day of 1948.....	Vol.5 No.15	-	4- 8-48
Philippine Trade Trip Planned.....	Vol.5 No.16	-	4-15-48
Special World Trade Week Activities Announced For S.F.....	Vol.5 No.16	-	4-15-48
Law On Territories' Export Declarations Has Been Repealed.....	Vol.5 No.16	-	4-15-48
Review Asked of Panama Toll Increase.....	Vol.5 No.18	-	4-29-48
MacArthur Asnswers S.F. Chamber Action On SCAP Trading.....	Vol.5 No.19	-	5- 6-48
Activities Announced For S.F. World Trade Observance.....	Vol.5 No.20	-	5-13-48
England France Sign For World Trade Show.....	Vol.5 No.17	-	4-22-48
Pan American League Offering Scholarship.....	Vol.5 No.17	-	4-27-48
Congressional Views On E.R.P. Ship Chartering.....	Vol.5 No.17	-	4-22-48
Chamber Seeks Withdrawal of SCAP from Japan Private Trade.....	Vol.5 No.18	-	4-29-48
Extension of Reciprocal Trade Agreements Urged by Chamber.....	Vol.5 No.18	-	4-29-48



# I N D E X

## BAY REGION BUSINESS

1948

### WORLD TRADE CONT'D

Activities Announced For S.F. World			
Trade Week Observance.....	Vol.5	No.20	- 5-13-48
World Neighbor Day' Featuring Mark Woods.....	Vol.5	No.20	- 5-13-48
Official Rate Of Exchange Sought Here....	Vol.5	No.20	- 5-13-48
West Coast Trade Meetins Slated For S.F.			
Next Week.....	Vol.5	No.21	- 5-20-48
World Trade Policy Packets Available.....	Vol.5	No.21	- 5-20-48
S.F. Philippine Trade Conference (pix)...	Vol.5	No.23	- 6- 3-48
Chamber Trade Trip To Philippines Set			
For June 30.....	Vol.5	No.23	- 6- 3-48
Trade Zone Opens.....	Vol.5	No.24	- 6-10-48
Foreign Trade Zone Opened (pix).....	Vol.5	No.25	- 6-17-48
Seattle, Honolulu Joining Philippine			
Trade Trip.....	Vol.5	No.25	- 6-17-48
Many Mutual Interests Make Trade Meeting			
Important - Brawner.....	Vol.5	No.26	- 6-24-48
Campaign Underway To Promote Foreign Trade			
Zone.....	Vol.5	No.26	- 6-24-48
Expanded World Markets Needed - Fox.....	Vol.5	No.26	- 6-24-48
Argentine Marine Insurance Regulations			
Called Discriminatory.....	Vol.5	No.26	- 6-24-48
Chamber Group Enroute to Philippines....	Vol.5	No.27	- 7- 1-48
Philippine Delegation Takes Off' (pix)...	Vol.5	No.28	- 7- 8-48
Philippines Welcome American Investors...	Vol.5	No.28	- 7- 8-48
Bay Area Industrial Exposition - The West			
Comes Into Its Own (double page Spread)...	Vol.5	No.28	- 7- 8-48
Pacific Coast Foreign Trade - Chart.....	Vol.5	No.29	- 7-15-48
Philippine Delegation Returns; Lauds Trip...	Vol.5	No.29	- 7-15-48
Philippine Delegation Returns (pix).....	Vol.5	No.30	- 7-22-48
World Trade Center Official (pix).....	Vol.5	No. 2	- 1- 8-48
Sign Trade Zone Charter; Funds OK'd.....	Vol.5	No.11	- 3-11-48
Chamber Plans Trade Trip to Philippines..	Vol.5	No.11	- 3-11-48
S.F. Trade Zone Becomes Official.....	Vol.5	No.12	- 3-18-48
Zone Charter Grant A Boon To Trade -			
Coakley.....	Vol.5	No.12	- 3-18-48
Philippine Potentialities to Be Told At			
Meeting.....	Vol.5	No.30	- 7-22-48
A Special Report - Philippine Trade			
Conferences.....	Vol.5	No.31	- 7-29-48
Trade Conferences Links San Francisco and			
the Philippines - The Manila			
Chronicle.....	Vol.5	No.31	- 7-29-48
Doing Business With China.....	Vol.5	No.33	- 8-12-48
Exports & Imports By Countries, 1947.....	Vol.5	No.34	- 8-19-48
China Trade Prospects Poor, Says Expert..	Vol.5	No.34	- 8-19-48
Proposed Air Foreign Trade Zone Called			
Unnecessary Duplication.....	Vol.5	No.35	- 8-26-48



# I N D E X

## BAY REGION BUSINESS

1948

### WORLD TRADE CONT'D

World Trade Index Revised; Importers, Exporter Lists Ready.....	Vol.5	No.38	-	9-16-48
'Stop Export Theft' Is Aim of Contest....	Vol.5	No.39	-	9-23-48
World Trade Association Calls for Opening of Port.....	Vol.5	No.41	-	10- 7-48
French Industries To Show Jares Here.....	Vol.5	No.44	-	10-28-48
France Comes To You.....	Vol.5	No.45	-	11- 4-48
S.F.'s August Trade Tops Other West Coast Ports.....	Vol.5	No.46	-	11-11-48
Berlin Airlift Planes To Get Help From San Francisco Tire Retreading Firm....	Vol.5	No.46	-	11-11-48
S.F. Trade Group Attending National Meeting in New York.....	Vol.5	No.46	-	11-11-48
S.F. Leaders Honored With French Awards..	Vol.5	No.46	-	11-11-48
How To Do Business Under Marshall Plan...Vol.5	No.46	-	11-11-48	
Open Port Now, Then Settle Strike, Asks Trade Group.....	Vol.5	No.47	-	11-18-48
Chamber Launches Nationwide Drive To Correct Faulty Export Packaging.....	Vol.5	No.48	-	11-25-48
Strike Losses Can Be Cut Through Trade Zone.....	Vol.5	No.49	-	12- 2-48
Chamber Help On French Exhibit Lauded...Vol.5	No.49	-	12- 2-48	
Export Licenses Extended To The End of 1949.....	Vol.5	No.50	-	12- 9-48
Chamber Export Packing Program Has Heavy Response.....	Vol.5	No.51	-	12-16-48
Canadian Trade Fair Again Slated For Toronto Showing.....	Vol.5	No.51	-	12-16-48
ECA And The New Congress - A Special Report.....	Vol.5	No.52	-	12-23-48











# Bay Region Business

PUBLISHED BY THE  
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, January 1, 1948

Number 1

## *A Message From Your New President . . .*

The year 1948 brings your new President, Board of Directors, Staff, and Members of the Chamber of Commerce a greater opportunity than has been presented to us in any previous year.

I am confident that we will all take advantage of this opportunity; but the degree of our success in accomplishing our objectives will depend largely on active interest and participation by individual members.

A few weeks ago I outlined a few of our principal objectives for 1948. These included such major activities as improvement in traffic and transportation conditions, the construction of new homes and better recreation facilities, development of new industries and new business and general improvement of community facilities to accommodate our increase in population. It included continued development of San Francisco World Trade Center to make it easier for the Pacific nations and the Western Empire to center their business activities in our strategically located city. The Second Bay Crossing at a southern location was also listed. I emphasized the thought that the Chamber of Commerce should continually broaden its interests, should think in terms of the interests of the whole city including all of the districts. In fact, the interests of the whole bay area should be uppermost in our policy at all times.

With attention focused on some of these important citywide problems, it is possible we may unintentionally overlook some particular problem which is vital to your district, to your industry or to the convenience of your living. To avoid this, we ask particularly for your suggestions. The beginning of a new year is a fine time to review our activities and plan new ones where they are needed. I can assure you that your Chamber of Commerce is anxious at all times to do as much for you and for all San Francisco as you will give it the opportunity to do. In 1948 we would like to hear from you frequently, so we may know we are tackling the most important problems in a way that will be most satisfactory to you.

*W. P. F. Browner*

President

San Francisco Chamber of Commerce

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# Bay Region Business

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Volume 5

Thursday, January 8, 1948

Number 2

## General Business Activity

### Thumb Nail Sketch: by the Research Department

#### • TREND

General business activity in San Francisco during November, measured by our Index at 242.6—an all-time November high—surpassed last November by 2.1 per cent although handicapped by one less trading day and the distraction of the November 4 general election. November activity, based on five less trading days than October, receded 2.8 per cent from the abnormal level of the preceding month and reversed the usual October-November trend. Despite the handicap of a shorter trading period, the combined October-November business activity exceeded the same period last year by 6.6 per cent.

#### • CONSTRUCTION

San Francisco building permits for November numbering 642 valued at \$2,659,950 brought the 11 months cumulative to 7,826 permits valued at \$40,776,788. This was 3.3 per cent in number and 1.1 per cent in value above the cumulative period last year. New residential permits providing for 2,630 dwelling units, of which 1,967 were single-family units, accounted for practically 50 per cent of the total permit value for the 11-month period and was 18.6 per cent above the same period last year. Non-residential permits for the cumulative period numbering 224 with value of \$9,658,585 were off 18.9 per cent in number and 23.7 in value. Additions, alterations and repairs, however, accounted for 5,357 permits valued at \$10,907,338, resulting in a gain of 10.1 per cent in number and 2.7 per cent in value over the cumulative period last year.

#### • REAL ESTATE

November real estate sales numbering 1,384 valued at \$15,444,227 were 9.9 per cent in number and 19.6 per cent in value below November last year. The 11-month cumulative of 17,381 permits valued at \$209,320,734, although 16 per cent below last year's record-breaker, is on the way to establishing another great year in the history of real estate sales in San Francisco.

#### • RETAIL TRADE

Department store sales in the San Francisco-Oakland Metropolitan Area,

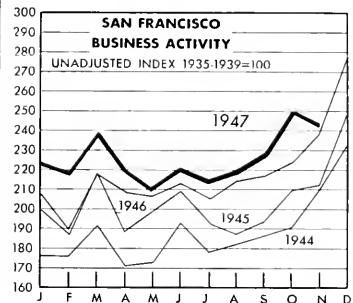
as reported by the Federal Reserve Bank for November, were up 3 per cent compared to last November and 3 per cent for the 11 month cumulative period compared to increases of 4 per cent and 4 per cent for Northern California. Southern California November sales were off 4 per cent but the cumulative sales were up 5 per cent. Twelfth Federal Reserve District November sales were up 2 per cent and the 11-month period up 5 per cent. Bakersfield's November department store sales increase of 29 per cent above last November was the greatest in the district but the Glendale-Pasadena Area headed the gains for the cumulative period with 20 per cent increase.

Independent retail store sales in San Francisco for the 10-month cumulative period (the latest U.S. Census Bureau data available) were up 7 per cent, and October sales 3 per cent over last October. During the 10-month period, sales of the food group were up 8 per cent; furniture-household-radio group 22 per cent; lumber-building-hardware group 19 per cent; drug stores 10 per cent; book and stationery stores 13 per cent; pianos and musical instruments 10 per cent; the groups falling below a year ago were—eating and drinking places off 6 per cent; apparel group 2 per cent; liquor stores (packaged goods) 15 per cent; and jewelry stores off 19 per cent. Reports for nearby cities for the 10-month cumulative period reveal Alameda up 14 per cent; Berkeley 20 per cent; Oakland 11 per cent; Richmond 9 per cent; San Jose 14 per cent and Vallejo up 11 per cent.

Pacific Coast wholesaler sales for the first 10 months were up 17 per cent, compared to 21 per cent in the nation, according to the latest report of the U.S. Bureau of the Census. By groups, increases were reported as follows: Automotive Supplies 7 per cent; Shoes and other Footwear 31 per cent; Drugs and Sundries (liquor excluded) 2 per cent; Dry Goods 18 per cent; Electrical group 67 per cent; Fresh fruits and Vegetables 5 per cent; Furniture and House Furnishings 32 per cent; Groceries 8 per cent; Beer 10 per cent; General Hardware 18 per cent; Industrial Supplies 1 per cent; Plumbing and Heating Supplies 44 per cent; Lumber and Building Materials 46 per cent; Machinery, Dept. and Supplies except Electrical 16 per cent, and Metals 8 per cent.

#### • EMPLOYMENT

San Francisco Bay Area, during the week ending December 4, had on file 21,897 continued-claims for unemployment insurance, according to the C.S.E.S. and accounted for 16 per cent of the State total, compared to 18 per cent a month earlier and 18 per cent



for the same week a year earlier. Reports show Veterans' unemployment claims numbered 17,647 or 16 per cent of the State total, compared to 17 per cent a month ago and 16 per cent a year ago. Placements reported in San Francisco by the C.S.E.S. during November totaled 4,456 and were 6.9 per cent above November last year; 3,447 were industrial and 1,009 commercial placements. Total placements for the 11-month period amounted to 41,830 compared to 48,018 last year.

#### • FINANCE

November bank debits of \$2,096,351,000 were 1.6 per cent above a year ago, but nearly \$400,000,000 below the all-time monthly high reported for October. Two factors contributed importantly to this reverse trend, one the tapering off in the cashing of Veterans' bonus payments which reached a peak in September and October; and two, five fewer trading days in November than in October.

Financial transactions for the 11 months were 9.1 per cent above last year, measured by bank debits, and 6.9 above measured by bank clearings. Postal receipts for the 11 months amounting to \$18,033,937, were off 7.6 per cent. San Francisco Stock Exchange transactions during the 11 months amounting to 9,655,366 shares with market value of \$145,934,695, were 3 per cent in number and 32 per cent in value below the same period last year. Despite this shrinkage in the cumulative period, the San Francisco Stock Exchange in October moved into first place among the nation's regional exchanges in total value of securities transactions during that month. During November there was but one commercial failure with assets of \$1,931 and liabilities of \$9,701.

#### • TRANSPORTATION

Freight car movements in San Francisco for the first 11 months totaled 243,768 and were 2.1 per cent under the same period last year. San Francisco Airport traffic for the cumulative period

(Continued on page 4, column 2)

# Survey of Business Conditions in San Francisco

## November, 1947

BRANCH OF ACTIVITY	NOVEMBER 1947	NOVEMBER 1946	PER CENT CHANGE	11 MONTHS 1947	11 MONTHS 1946	PER CENT CHANGE
<b>GENERAL BUSINESS ACTIVITY</b>						
S. F. C. of C. Index 1935-39 Avg.=100.....	242.6	237.7	2.1	225.6	213.1	5.9
<b>CONSTRUCTION PERMITS</b>						
Total.....(number)	642	578	11.1	7,826	7,573	3.3
Residential, New.....(number)	2,659,950	4,651,724	-42.8	40,776,788	40,327,032	1.1
Dwelling Units.....(number)	161	167	-3.6	2,245	2,430	-7.6
Single Family Dwellings, New.....(value)	1,580,387	1,408,024	12.9	20,210,865	17,043,488	18.6
Non-Residential, New.....(number)	190	207	-8.2	2,630	2,907	-9.5
Additions, Alterations and Repairs.....(value)	134	153	-1.0	1,969	2,026	-2.8
Real Estate.....(number)	1,171,487	1,353,024	-13.4	15,765,065	12,530,838	25.8
Sales.....(value)	15	22	-31.8	224	276	-18.9
Mortgages and Deeds of Trust.....(value)	235,188	2,707,418	-91.3	9,658,585	12,661,166	-23.7
Real Estate.....(value)	466	389	19.8	4,867	4,867	0.0
Real Estate.....(value)	835,375	536,252	55.8	10,907,338	10,622,377	2.7
<b>REAL ESTATE</b>						
Sales.....(number)	1,384	1,536	-9.9	17,381	20,218	-14.0
Mortgages and Deeds of Trust.....(value)	15,414,227	19,196,605	-19.6	209,320,734	250,131,214	-16.3
Retail Department Store Sales.....(amount)	12,933,020	13,096,677	-1.3	162,760,156	175,172,606	-7.1
Retail Department Store Sales.....(index)	323	315	2.5	244	240	1.7
<b>FINANCE</b>						
Bank Deposits.....(\$000)	2,096,351	2,063,977	1.6	22,953,602	21,036,939	9.1
Bank Clearings.....(\$000)	1,688,602	1,637,850	3.1	17,695,425	16,549,377	6.9
Postal Receipts.....(\$)	1,477,214	1,351,187	9.3	18,035,937	19,525,700	-7.6
San Francisco Stock Exchange.....(no. shares traded)	776,418	897,957	-13.5	9,653,670	13,935,670	-30.1
Commercial Failures.....(number)	1	0	---	43	25	72.0
Liabilities.....(\$)	9,701	0	---	1,553,452	999,338	155.4
Assets.....(\$)	4,931	0	---	682,005	546,620	96.8
<b>EMPLOYMENT &amp; PAYROLLS—Bay Area (5 Co's.) (a)</b>						
Employment.....(index)	142.2	1,408	1.0	147.8	133.7	10.5
Payrolls.....(index)	273.0	232.3	17.5	272.7	219.4	24.3
<b>NON-MFG. INDUSTRIES—(5 Co's.) (a)</b>						
Laundry, Cleaning, Dyeing.....(payroll)	(m)	165.8	---	(m)	169.1	---
Wholesale Trade.....(payroll)	(m)	186.8	---	(m)	173.1	---
Retail Trade.....(payroll)	(m)	205.3	---	(m)	174.9	---
Hotels.....(payroll)	(m)	250.6	---	(m)	234.4	---
<b>PLACEMENTS IN SAN FRANCISCO—C.S.E.S.</b>						
Industrial Placements.....(total)	4,456	4,167	6.3	41,830	48,018	-12.9
Commercial Placements.....(number)	3,443	3,143	9.7	31,362	37,002	-15.5
Commercial Placements.....(number)	1,009	1,024	-1.5	10,468	11,016	-5.0
<b>TRANSPORTATION</b>						
Freight Car Movements.....(number)	19,662	22,059	-10.9	243,768	249,039	-2.1
San Francisco Airport Traffic.....(no. planes)	5,803	4,088	42.7	48,642	48,642	0.0
Express Shipments—Rail.....(no. passengers)	67,013	64,994	3.1	852,249	771,841	10.4
Air Mail Loaded.....(number)	257,602	375,995	-31.5	3,038,284	4,167,723	-27.1
Air Mail Loaded.....(pounds)	18,106	21,463	-15.7	197,521	191,972	2.9
Air Mail Loaded.....(pounds)	488,658	393,207	24.3	5,404,483	5,688,590	-5.0
<b>WORLD TRADE</b>						
Vessel Arrivals with Cargo.....(number)	279	166	68.1	3,344	2,561	30.6
Vessel Departures with Cargo.....(net registered tons)	1,285,449	753,559	70.6	15,418,005	11,354,181	35.8
Exports—Value.....(net registered tons)	1,363,140	678,512	100.9	15,629,668	10,899,178	31.9
Imports—Value.....(millions of dollars)	32.9(d)	3.6(e)	813.9	357.3(f)	235.9(g)	58.5
Quantity—Millions of pounds.....(millions of dollars)	18.8(d)	3.5(e)	437.1	137.1(f)	73.7(g)	86.0
<b>UTILITIES</b>						
Electric Energy Sales Index.....(k.w.hrs.)	204	190	7.4	195	184	6.0
Industrial and Commercial Gas Sales.....(cu.ft.)	1,146,729,700	988,772,900	16.0	12,322,816,900	11,717,995,400	5.2
Domestic Consumption.....(net gain)	235	226	4.0	3,166	2,387	32.6
<b>NEW DEVELOPMENTS</b>						
Tourist and Settler Inquiries.....(number)	352	167	110.8	5,486	3,521	55.8
Bay Bridge Vehicle Crossings.....(number)	2,104,881	2,046,341	2.9	23,734,660	23,424,948	1.3
Daily Receipts, Fruits & Vegetables.....(number)	607,131	545,803	11.2	7,139,119	6,587,088	8.4
<b>DAIRY RECEIPTS, FRUITS &amp; VEGETABLES</b>						
Butter.....(pounds)	1,566,625	2,151,535	-27.2	27,650,441	19,510,628	41.7
Cheese.....(pounds)	1,780,063	1,782,897	-0.2	18,084,294	15,962,125	13.3
Eggs.....(cases)	73,841	91,948	-19.7	1,056,741	1,046,417	1.0
Poultry, Dressed.....(pounds)	3,610,782	4,679,301	-22.8	18,089,353	25,019,648	-28.5
Fruits and Vegetables.....(carlots)	1,725	1,641	5.1	21,183	21,843	-0.7
<b>LIVESTOCK SLAUGHTER (b)</b>						
Cattle.....(total number)	164,741	167,390	-1.9	1,935,924	2,151,011	-10.0
Calves.....(number)	36,622	40,565	-9.7	461,508	455,932	1.2
Sheep and Lambs.....(number)	13,398	9,171	46.1	152,734	118,859	28.5
Hogs.....(number)	73,593	73,506	0.1	846,012	1,142,943	-26.0
Hogs.....(number)	41,128	44,688	-8.0	475,670	433,257	9.8
<b>S. F. LIVING COSTS 1935-39 Avg.=100</b>						
Food.....(index)	210.4(h)	186.5(i)	12.8	.....	.....	.....
Apparel.....(index)	178.8(h)	159.4(i)	12.2	.....	.....	.....
Rent.....(index)	110.4(h)	106.7(i)	3.5	.....	.....	.....
Fuel, Electricity and Ice (e).....(index)	82.7(h)	82.3(i)	0.5	.....	.....	.....
Gas and Electricity.....(index)	72.7(h)	72.7(i)	0.0	.....	.....	.....
Other Fuel and Ice.....(index)	118.2(h)	114.2(i)	3.5	.....	.....	.....
House Furnishing Goods.....(index)	157.1(h)	135.9(i)	15.6	.....	.....	.....
Miscellaneous.....(index)	150.8(h)	141.3(i)	6.7	.....	.....	.....
All Items.....(index)	165.7(h)	150.9(i)	9.8	161.8(i)	140.8(k)	14.9

(a) These data are based on reports submitted to the Division of Labor Statistics and Law Enforcement, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) Oct. 1947 latest available

(e) Oct. 1946

(f) 10 mos. 1947

(g) 10 mos. 1946

(h) Sept. 1947  
(i) Sept. 1946  
(j) Quarterly average March 15, 1946 to Sept. 15, 1947.  
(k) Quarterly average March 15, 1946 to Sept. 15, 1946.  
(l) Not available for survey.

Acknowledgment is hereby made to Thomas Magee &amp; Sons, Dun &amp; Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.



# THE SAN FRANCISCO CENTENNIAL COMMITTEE INVITES CHAMBER MEMBERS TO ATTEND "THE CENTURY OF GOLD"

An historical drama depicting the one hundredth anniversary  
of the discovery of gold at Coloma, California

At a Luncheon Sponsored by  
The Centennial Committee

*Rose Room, Palace Hotel  
Thursday, January 22, 1948*

Here is your opportunity to preview a brilliant program depicting the historical development of San Francisco—written and produced by Samuel Dickson, California author and radio producer. The program will be broadcast. Luncheon starts promptly at noon and the program will be concluded by 1:30 P.M.

SAN FRANCISCO CENTENNIAL COMMITTEE  
333 Pine Street, San Francisco 4, California

Please reserve.....place(s) for me at \$3.00 each  
at luncheon commemorating the 100th Anniversary of the Discovery  
of Gold on Thursday, January 22, 1948, in the Rose Room, Palace  
Hotel, at 12 noon.

(Kindly enclose self-addressed envelope for forwarding tickets.)  
(Telephone reservations accepted.)

Name.....

Firm.....

Address.....

CHECK  
ENCLOSED

\$.....

*\*Tables are not reserved, but tickets must be purchased in advance. Chamber members will be taken care of to the limit of capacity, but it will be to your advantage to make reservations early before ticket sales are opened to the general public.*



Price \$3.00 per plate  
(Tax included)

## November Industrial Expansion . . .

—By the Chamber's Industrial Department

November industrial development in the greater San Francisco Bay Region (12 counties) and northern California totaled \$9,896,000 according to the San Francisco Chamber's Industrial Department. Seventy-one projects were reported during the month, 35 of which are factory expansions to cost \$4,566,000 and the remaining 36 projects representing new industrial ventures to be valued at \$5,330,000. Due to important expansion of the plywood industry in Shasta County, over \$4,000,000 worth of the November developments occur outside of the Bay Region.

• **Bay Region developments** will account for 27 plant expansions aggregating \$3,919,000 and 33 new plants to cost \$1,805,000, a total of 60 projects with outlays to total \$5,724,000.

Northern California developments during the 11 months period of 1947 total 766 projects to be worth \$132,368,857, compared to 1,165 projects valued at \$130,621,403 and announced during the same period in 1946.

San Francisco new plants and expansions reported for November account for 15 plant expansions to cost \$1,767,000 and to provide 208 new jobs, and 9 new plants to cost \$77,000 and create 17 new jobs. Total developments in San Francisco during the first 11 months of '47 aggregate 189 projects costing \$16,175,700. During the same period in 1946, 270 projects were announced with outlays of \$14,263,800.

Some of the important Bay Region projects for November are:

• **Heating Equipment Company**, 600 Indiana, San Francisco, purchased 25,000 square feet for \$275,000 expansion of oil and gas heating equipment plant. Will increase capacity 30% and create about 80 new jobs.

• **Independent Lithograph Company**, 16th & Harrison, San Francisco, will build second floor addition and install new equipment for \$200,000 expansion of plant.

• **Joseph Zanetti Company**, 1049 Third Street, San Francisco, manufacturers of fruit and berry baskets is building new 9,750 square foot plant at this address to be ready for occupancy March 1, 1948.

• **Coast Manufacturing Company**, 1265 Market Street, Concord, is a new \$20,000 factory manufacturing fire apparatus and employing 10 persons.

• **Super Ice, Inc.**, 334 Magnolia Street, Oakland, a new \$140,000 plant employing 25 is manufacturing a new type of packaged refrigeration for shipping perishable commodities.

## World Trade Center Official



Leland W. Cutler, recently elected chairman of the San Francisco World Trade Center Authority, is sworn in as a member of the Authority while officials who were active in the campaign for the Center look on. Left to right: Assemblyman Thomas A. Maloney; Judge Albert C. Wollenberg; Cutler; and Alexander von Hafften, manager, Legislative Department, San Francisco Chamber of Commerce.

## BUSINESS ACTIVITY . . .

(Continued from Page 1)

amounted to 60,751 planes or an increase of 24.9 per cent, and passengers totaled 852,249 or 10.4 per cent above a year ago. Railway Express shipments amounting to 3,038,284 were about one-quarter less than the preceding year. Air mail loaded amounted to 5,404,432 pounds and was off about 5 per cent compared to last year.

Ship arrivals for the 11-month period totaled 3,344 or 30.6 per cent above the preceding year, and departures totaled 3,444 or 38.9 per cent over last year. The waterfront tie-up last year influenced this gain to some extent. Value of exports for the first 10 months amounted to \$237,300,000 and were 51.5 per cent above last year. Imports valued at \$137,160,000 were up 86 per cent for the same period. San Francisco Oakland Bay Bridge vehicle crossings during the first 11 months totaled 23,734,660, a gain of 1.3 per cent over last year, and Golden Gate Bridge crossings numbered 7,939,119 or an increase of 8.4 per cent.

◆ **State Department of Industrial Relations.** The durable goods group accounted for 62,100, an increase of 1,600 over the preceding month; and the non-durable group accounted for 57,200, representing 10,300 decrease compared to the preceding month. Employment in the manufacturing industries compared to a year ago was up 1 per cent and payrolls up 17.5 per cent bringing the 11 month average for employment to 10.5 per cent increase and payrolls 24.3 per cent increase. November average weekly earnings amounted to \$58.98 compared to \$60.00 in October and \$51.15 in November last year. Average hourly earnings amounted to \$1.536 in November, compared to \$1.498 in October and \$1.365 last November. Average weekly hours worked in November totaled 38.4 compared to 40 in October and 37.5 last November.

### ● LIVING COSTS

Cost of living in San Francisco, based on the latest quarterly report by the U.S. Department of Labor, shows the September 15 Index at 163.7 for all items. The increase in San Francisco, based on the average of the first three quarters amounted to 14.9 per cent over the same period last year.

Wholesale Price Index for all commodities in the United States has risen from 157.3 on September 13 to 161.0 on December 6, the latest weekly report available from the U.S. Department of Labor. With this rise in the basic prices at wholesale, there is little doubt but that the cost of living will also reflect a somewhat similar trend.

### ● MANUFACTURING INDUSTRIES

Production workers in the manufacturing industries in the San Francisco-Oakland Industrial Area during November numbered 119,300 compared to 128,600 in October and 118,100 in November last year, according to the



# Bay Region Business

PUBLISHED BY THE  
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, January 15, 1948

Number 3

## Market Weeks to Open Here Soon

Three large Market Weeks are slated for San Francisco during the next several weeks.

Scheduled for January 18 through 24, is the Wholesalers' Spring Showing and Manufacturers' Mid-season Showing in apparel and related lines, sponsored by the Manufacturers and Wholesalers Association of San Francisco.

• The Western Winter Market will be held February 2 through 7 in lines representing furniture, floor covering, radio and appliances, gift and housewares, decorative textiles, linens and domestics, and toys and juvenile goods. More than 2000 manufacturers will participate in this showing which is being sponsored by the Western Merchandise Mart.

From February 4 through 8, the Western Gift, Jewelry and Housewares Show will be held in the Western Merchandise Mart and Civic Auditorium under the sponsorship of the Western Merchandise Exhibitors.

Assisting the sponsoring organizations in promoting buyer attendance is the San Francisco Chamber of Commerce, which has distributed material to 215 chambers of commerce in the eleven western states.

## Mining Representation Sought for Commission

Appointment of a representative of the gold mining industry to the California Centennials Commission was sought today by the San Francisco Chamber of Commerce. • The Chamber also requested the issuance of a gold coin or medal to commemorate the national importance of the discovery of gold in California.

Bert Austin, chairman of the Chamber's Mining Committee, pointed out that while the gold mining industry has existed in this state since the discovery of gold in 1848, it is not at present represented in the membership of the state's Centennials Commission.

"We recommend the addition of an industry representative to aid in the accumulation of appropriate factual and historical data and exhibits relating to the industry," Austin said.

## Alexander von Hafften Heads Chamber's Washington Office

Appointment of Alexander von Hafften, manager, Agricultural and Legislative departments of the San Francisco Chamber of Commerce, to the post of manager of the Chamber's Washington Office, has been announced by General Manager Louis B. Lundborg.

## S. F. Luncheon To Inaugurate Centennial

San Francisco Chamber of Commerce members are invited to attend the first in a series of events revolving around the state's Centennial celebrations to be held Thursday, January 22.

• Titled "The Century of Gold," an historical drama depicting the 100th anniversary of the discovery of gold at Coloma, California, will be presented by the San Francisco Centennial Committee at a luncheon in the Rose Room of the Palace Hotel.

Chamber members may purchase their tickets through the San Francisco Centennial Committee at 333 Pine Street.

## Area Aviation Group Names New Officers

Election of Fred L. Ellsworth as 1948 Chairman of the Bay Area Aviation Committee was announced here last week following a meeting of the committee.

• Ellsworth is San Francisco aviation representative of the Shell Oil Company.

Clyde Barnett, general manager, Bridgeport Flying Service at Napa, was elected first vice chairman of the committee and Dr. Cecil Smith of Burlingame was chosen second vice chairman. Kenneth R. MacDonald, manager, Aviation Department, San Francisco Chamber of Commerce, was re-elected secretary-treasurer.

Members of the new California Aeronautics Commission, recently appointed by Governor Earl Warren, met with the group and announced plans to keep state aviation regulations at a minimum.

• von Hafften will take over the position formerly held by Frank McKee who passed away on December 28.



ALEX VON HAFFTEN  
Manager  
Washington Office

In announcing the appointment, Lundborg said, "von Hafften's excellent background in legislative work well qualifies him for this new post. As the Chamber's legislative representative in the State Capitol during the past year, he helped lead the campaign for a World Trade Center for San Francisco and took an active part in developing a state highway program. His work on behalf of the community has been a substantial contribution to the great strides made during the past year."

von Hafften came to the Chamber in January 1947 from the California Chain Stores Association, where he served as Community Relations Counsel and Public Relations Representative for three and a half years. In this job he was responsible for relations with agricultural areas within the state and worked closely with these areas on problems affecting urban-rural relations.

A graduate of Stanford University and of its Graduate School of Business, von Hafften became associated with the mining industry in Missouri, coming to San Francisco in 1941 to work for the Hartford Accident & Indemnity Company. Later he became Northern California Special Agent for the Fidelity and Surety Bond Department. He left that position in 1943 to join the staff of the California Chain Stores Association.

# New Public Relations Program

Three major steps signaling the beginning of an intensified community public relations program were announced today Louis B. Lundborg, general manager of the San Francisco Chamber of Commerce.

- **Publication** of "This Is San Francisco—Portrait of a City"—a descriptive and colorful brochure designed to give prospective business and industrial settlers highlights of the city's background, present, potential and promising future.
- **Appointment** of Will Williams, Jr., manager of the publicity department of the Chamber to the new post of Manager of Public Relations.
- **Appointment** of Leonard B. Gross, assistant publicity manager, as acting manager of the publicity department.

In his new public relations post, Williams' special assignment will be to analyze current Chamber public relations procedures and to further develop an overall Chamber public relations program on behalf of the community.

Williams has been manager of the Chamber's publicity department since 1943.

Gross assumes the publicity duties formerly handled by Williams. Gross joined the Chamber staff as assistant publicity manager in 1946.

- **Main use** of the new Chamber publication will be in sales presentations to prospective new Bay Region businesses and industries but it will also be employed in area advertising and publicity work. Copies will also be distributed to chambers of commerce and other commercial organizations throughout the world.

"Portrait of a City" touches upon San Francisco history, gaiety and color, culture, facilities for living, industry, agriculture, foreign, domestic and retail trade, communications, finance and future prospects for city and community development.

Commenting on the brochure, Lundborg said: "Such a publication has long been needed in San Francisco as a basic piece of community literature. It fills the gap existing between the important tourist literature and the highly technical material designed for specialized use by the Chamber and other civic agencies."

Single copies of the brochure are available to Chamber members upon request.



WILL WILLIAMS, JR.  
Manager  
Public Relations

## The City To Be...

### A Growing City

The hard realities of steel and concrete are even more pressing from the blueprinted dreams of engineers, architects and industrialists who are bringing to the San Francisco Bay Region great new factories, with their parcels and products to enrich the economic life. The great names of American industry are required in the center: General Electric, Westinghouse, Chrysler, Ford, General Motors. In addition the city of San Francisco is spending over 175 million dollars on projects for a greater city in the next six years. The great Western Merchandise Mart headquarters in San Francisco has undergone a \$1,000,000 expansion. Downtown stores are being enlarged. Everywhere you look the great future of San Francisco takes shape before your eyes.

### World Trade Center

Typical of the plans planned by San Francisco's leaders in the World Trade Center. This is to be an integrated group of modern, skyscraper buildings located near the downtown waterfront. The buildings will house the headquarters for shipping lines, foreign consulates, export and import banks, and product exhibits. Estimated to cost between twenty-five and thirty million dollars, the project has been approved by the California State Legislature. It was originated by the San Francisco Chamber of Commerce and is now being developed by its subsidiary nonprofit corporation with the backing of the entire business and financial community of San Francisco and the Bay Area.

### Foreign Trade Zone

First one step in being taken to complete the modernization of a Foreign Trade Zone which is unique in the United States. With government approval of the zone's establishment, the next step is to begin construction of the zone's buildings. The zone is to be located in a new, modern setting, as part of the city's plan for growth.

### Freedom Market

One of the plans of the proposed World Trade Center group is to develop the first and largest market of San Francisco's modern era. This is to be a place where modern living is part of the city's plan for growth.

### MODERN HIGHWAYS



### Apparel City

The plan for a greater San Francisco is well along toward becoming a reality, and one of the most ambitious of these projects is now under construction. This is the new modern "Apparel City" project of the city's apparel industry, which plans to build a new group of buildings all the diverse manufacturing industries in the industry. The buildings will cost an estimated twenty million dollars and are located in a large new plot in the center of the city. The new buildings are to be constructed of concrete and steel, from a wide variety of building materials, and will be located in a new, modern setting, as part of the city's plan for growth.

### A NEW BAY CROSSING



### An Airport to Match the Skyscrapers

San Francisco airport is now under way, and a new modern airport is being planned. The new airport is to be located in a new, modern setting, as part of the city's plan for growth. The new airport is to be located in a new, modern setting, as part of the city's plan for growth.

### Bayshore Freeway

One of the plans of the proposed World Trade Center group is to develop the first and largest market of San Francisco's modern era. This is to be a place where modern living is part of the city's plan for growth.

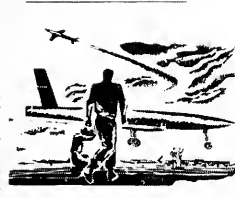
### A Second Bay Crossing

Already planned is a bridge across the Golden Gate and the bay, and a new bridge is being planned. The new bridge is to be located in a new, modern setting, as part of the city's plan for growth.

### Elmer's Land of Promise

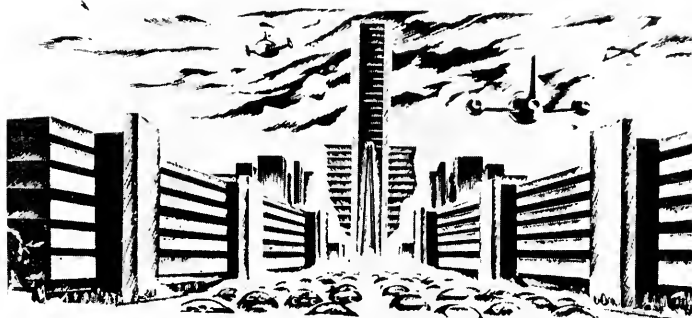
The plan for a greater San Francisco is well along toward becoming a reality, and one of the most ambitious of these projects is now under construction. This is the new modern "Elmer's Land of Promise" project of the city's apparel industry, which plans to build a new group of buildings all the diverse manufacturing industries in the industry.

### AN AIRPORT FOR THE AIR AGE



P. O. BOX 1000

# City of Golden Destiny



WORLD TRADE CENTER—SYMBOL OF THE FUTURE

## An Experience of Living

William Saroyan, San Franciscan of our own day who carries forward the city's brilliant literary tradition, says of his home: "No city in the world shines with greater promise. No city invites the heart to come to life as San Francisco does. Arrival in San Francisco is an experience in living. . . ." There are many who have felt this stimulus to the imagination which is so uniquely a characteristic of the city whose portrait we have sought to give you in these pages. Here the future beckons brightly and the towering skyscrapers of the future are nowhere better symbolized than in the picture of a great World Trade Center whose buildings will stand as sentinels of this city of the world and the sea. The era of the Pacific has begun.

●



**L. B. GROSS**  
Acting Manager  
Publicity Dept.

## Portrait of a City . . .

A promotion piece designed to give readers an idea of the San Francisco way of life, the new Chamber of Commerce brochure, "San Francisco—Portrait of a City" is the result of several months of intensive planning by the administration and staff of the Chamber.

- **The 36-page three-color booklet** presents an overall glimpse into the history of the city, its economy, business, social and cultural development and future projects planned. (Two of the pages are reprinted here.)

Opening with the words, "A city of gracious living," the book unfolds the story of the city's stature as a world city, great seaport and capital of the western empire.

The book was written and produced by Will Williams, Jr., recently appointed to the position of publicity relations manager of the Chamber, and Leonard B. Gross, newly appointed acting manager of the Chamber's publicity department. Illustrations and cover were designed by Louis Goldstone, a free lance artist.

A significant feature of the brochure is the use of many entirely new pictures of San Francisco.

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EX-Brook 2-4511, Ext. 56.

**D-6852—MARGARET REIN CREATIONS, P.O. Box 176, Hollywood 28, California,** manufacturers of new type of stretching string shopping bag; interested in representatives in the San Francisco territory, calling on department, notion and housewares stores.

**D-6853—TEC-COLOR-CRAFT PRODUCTS, 5032 Alhambra Avenue, Los Angeles 32, California,** manufacturers of industrial, advertising and decorative decals desires representation in San Francisco Bay area.

**D-6854—MONOS UMBRELLA CO., 1265 Broadway, New York, N.Y.,** manufacturers of ladies', men's and children's umbrellas, seeking salesman to handle their line in San Francisco. Commission basis.

**D-6855—PACIFIC MARKETING ASSOCIATES, Inc., 68 Post St., San Francisco, California,** representing an established manufacturer of a general line of pest exterminators would like a distributor capable of marketing the line on a national basis. Interested organization of sales force, advertising and sales promotion.

**D-6856—ASTLE HY-TOOLS, INC., 13 Penfield St., Buffalo 13, N.Y.,** manufacturers of wire bound file and tool handles, small wood turnings, etc., seeking manufacturer's agent to cover State of California on an exclusive basis.

**D-6857—H. N. ROSS, 2875 Glendale Blvd., Los Angeles 26, California,** direct factory sales representative wishes a San Francisco paint manufacturer or jobber to act as distributor for a metal coating product manufactured by one of his principals. The product in a variety of colors, already is introduced in other areas of the United States, gives a finish to automobiles, bicycles, agricultural equipment, refrigerators, etc.

**D-6858—GRESHAM & CO., INC., 2745-47 Southwest Blvd., Kansas City, Mo.,** manufacturers of stationary and door-type and hydraulic counter-model disassembling machines interested in contacting manufacturers' representatives to represent them in the San Francisco area.

**D-6859—CARMEL QUARRY COMPANY, P.O. Box 2394, Carmel, California,** producers of Carmel flagstone and wall rock seeking agents to cover San Francisco territory.

**D-6870—R. E. BATES, 1123 Sanford Avenue, St. Louis 10, Mo.,** and several associates in the industrial sales field, desire to establish contact with Western manufacturers wishing representation in the Midwest.

**D-6871—CLAPP CORPORATION, 2519 Hawes St., Dallas 9, Texas,** manufacturers of safety switch designed to automatically cut the ignition of a car, bus, or truck in case of turnover, wishes representation in San Francisco.

**D-6872—HARRY GRECO, GRECO GLOVE COMPANY, 1041 Laurel St., Napa, California,** desire a representative to sell their line of ladies' quality dress gloves to retail stores.

**D-6873—BLESOE WRENCH COMPANY, Poshay Tower, Minneapolis, Minnesota,** manufacturers of a heavy duty all-purpose pliers wrench seeking manufacturers' agents to represent them on the West Coast.

**D-6874—JOHNIN FARM EQUIPMENT CO., Streator, Illinois,** seeking sales distributor in San Francisco area to handle their line of farm transportation equipment.

**D-6875—L. E. ELYS, P.O. Box 1871, Tulsa, Oklahoma,** representing Hodgson Engineering & Manufacturing Co., manufacturers of security window guards and combination locking devices desires to contact representatives to assemble, sell and install their product. Exclusive franchise.

**D-6876—MR. C. E. JOHNSON & ASSOCIATES, 404 Bona Allen Bldg., Atlanta 3, Ga.,** interested in representing industrial equipment firms in the Western States.

**D-6877—PRUDENTIAL CONSTRUCTION COMPANY, 2806 West Seventh St., Los Angeles, California,** manufacturers of factory constructed homes and garages, offers exclusive franchise to qualified distributor in Bay Area. Structures eligible to F.H.A. financing.

**D-6878—STANDARD ABRASIVE COMPANY, 1142 West 63rd St., Chicago 21, Ill.,** seeking manufacturers' representative to handle their line of grinding wheels and mounted points.

**D-6879—ERNEST J. MENDEL, P.O. Box 355, Fort Smith, Ark.,** organizing sales agency calling on industrial and dealer trade.

**D-6880—CHESTERBROOKE CORPORATION, Rockaway, New Jersey,** to appoint manufacturer's agent to cover regional territory with their line of dust mops, wet mops and wax applicators.

# First Postwar Shipment of Philippine Sugar Arrives Here

First shipment of Philippine raw sugar to the United States since the war arrived in San Francisco Monday, January 12, it was revealed this week by the San Francisco Chamber of Commerce.

## Fruit and Vegetable Group to Meet in S. F. January 19-23

The United Fresh Fruit and Vegetable Association will hold its annual convention in San Francisco January 19-23, according to President Palmer C. Mendelson.

• Over 3500 dealers are expected to attend the meetings which will be held at the Palace Hotel.

According to Program Chairman George H. Casey, panel sessions on Monday will include: transportation, service wholesalers division, potato division, citrus fruits, onion division, vegetable division and Counsellors Club, consisting of the alumni of the Association's Advisory Board.

Tuesday's program includes a meeting of grower-shipper association and market receiver group secretaries, followed by a session of the brokers division.

A demonstration meeting of the Merchandising Institute will be held on Wednesday, following which state directors will meet with area and market representatives. The Container Committee will meet on Friday.

## Lundborg on Advertising School Advisory Group

Appointment of Louis B. Lundborg, general manager, San Francisco Chamber of Commerce, as a member of the San Francisco Advertising Club's Advisory Committee for the Golden Gate College School or Advertising has been announced by Chairman Cyril Wright.

• The Committee is composed of representative executives from all the main branches of advertising.

Allan J. Oppenheim, general manager, Western Advertising Magazine, has also been named to the Committee.

• The shipment, 4,480,000 pounds, arrived at 8:00 a.m., Monday aboard the M.S. Christer Salen of the Inter Ocean Lines. It was unloaded at the Western Sugar Refinery's pier at the foot of Twenty-third Street, where it will be refined and packaged.

C. J. Moroney, president, Western Sugar Refinery, pointed out that the shipment is the first of three to arrive in January. "Other shipments arriving throughout the year will bring the total to between 30,000 and 50,000 tons," he said. "We expect to resume sugar trade with the Philippines on a steady basis soon, although full capacity probably won't be reached until the end of 1949 or early 1950."

Declaring that this restoration of sugar traffic to the port of San Francisco would enhance the tonnage of commerce in the Bay Area, W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce, said, "It is evident from this shipment that the Philippines have done a splendid job in their reconstruction program and rehabilitation of their agriculture."

• Judge Roberto Regala, Philippine Consul General, stated that the arrival of Philippine sugar signified the great strides made toward economic rehabilitation and further stabilization of business conditions in the Philippines.

"This means that my country will now have more ready cash with which to purchase American export products," he said. "Already the heaviest foreign buyer of goods out of the port of San Francisco, the Philippines now promise to increase this trade even more as a result of the revival of the sugar industry, which before the war constituted one of its greatest export items."

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# Bay Region Business

PUBLISHED BY THE

SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, January 22, 1948

Number 4

## Ford Parts Contracts Awarded Eight Firms

Contracts have been awarded to eight Bay Region manufacturers for the producing of automobile parts by the Ford Motor Company, according to word received by the San Francisco Chamber of Commerce from Lou C. Disser, West Coast purchasing representative of the Ford Company.

• These manufacturers are producing thirty-one separate parts for Ford, Lincoln and Mercury cars produced in California. While no exact sum can be given regarding the cost of the parts to be produced, Ford in its purchasing program on the West Coast intends to spend upwards of sixty million dollars yearly.

"This is further proof of the confidence that Ford Motor Company has in the ability of West Coast plants to compete with the heavily industrialized areas of the East," Disser said.

Among the major parts being purchased in the western region are wheels, batteries, bumpers, chassis springs, cushion springs, tires, floor mats, paints and numerous machined parts.

Commenting on the Ford announcement, Dwight L. Merriman, Chairman of the Chamber of Commerce Industrial Development Committee, said:

"The report is very gratifying inasmuch as our Industrial Department has been working closely with Ford representatives. The announcement today shows tangible results which should stimulate other Bay Area manufacturers to determine what opportunities the Ford program holds for them."

• Following is a list of the Bay Area companies with whom the Ford Company has made contracts:

Albert Wright Screw Products, Oakland; A. B. Boyd Company, San Francisco; Goodyear Rubber Company, San Francisco; Oliver Tire and Rubber Company, Oakland; R. N. Nason and Company, San Francisco; Tilley Manufacturing Company, San Francisco; Atkinson Grinding and Machine Works, Oakland; Connor Spring Manufacturing Company, San Francisco.

## Prizes for Merchants

Awards for the best Christmas decorated business districts in San Francisco will be presented at 7:30 p.m., Monday, January 26, at Aptos Junior High School.

A twenty minute colored movie of Christmas decorations in each district will be shown.

## Monument To San Francisco Growth



Shown above is the new multimillion dollar store of I. Magnin & Company, which opened to the public this week. Under construction for two years, the marble building represents the ultimate in store design and interior decor. Besides its various apparel departments, the store includes such facilities as building-wide air conditioning, sound-proof fitting rooms, sun deck, hospital, and restaurant and lounges for its 1300 employees.

# SAN FRANCISCO TAX CALENDAR—FIRST QUARTER 1948

## CITY - STATE - FEDERAL

Compiled by the Research Department, San Francisco Chamber of Commerce

### CITY - STATE SECTION

Date*	Interested Parties	Act Required	Responsible Agency
Jan. 1	Common carriers	File report and pay tax on distilled spirit sales for November.	State Bd. of Equalization
1	Motor vehicle fuel distributors	File return and pay tax for November.	State Bd. of Equalization
1	Motor vehicle owners	License fee for calendar year payable at time of registration; delinquent February 4.	State Dept. of Motor Vehicles
15	Off-sales general licensees	File report for quarter ending December 31 and pay required additional license fee.	State Bd. of Equalization
15	Common carriers	File report of alcoholic beverages imported during December.	State Bd. of Equalization
15	Distilled spirits manufacturers, mfrs. agents, wholesalers, rectifiers and brandy mfrs.	File return and pay tax for December.	State Bd. of Equalization
15	Beer and wine mfrs. and importers	File return and pay tax for December.	State Bd. of Equalization
15	Producers and brokers	Motor Vehicle Fuel License. File report for December.	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles	File report and pay tax for December.	State Bd. of Equalization
20	Motor vehicle transportation operators	File return and pay tax for December.	State Bd. of Equalization
20	City property owners	Second installment on Real Property Tax due and balance of Personal Property taxes on secured roll due.	City Tax Collector
1-31	Retailers and wholesalers	File quarterly statement.	City Tax Collector
1-31	CITY TAXES City owners of certain vessels	File annual statement.	City and County Assessor
31	Retailers and purchasers of tangible personal property subject to tax	File return and pay tax for quarter ended December 31.	State Bd. of Equalization
Feb. 1	Corporations	File report of distributions from depreciation or depletion reserves.	State Franchise Tax Com.
1	Common carriers	File report and pay tax on distilled spirits sales for December.	State Bd. of Equalization
1	Motor vehicle fuel distributors	File return and pay tax for December.	State Bd. of Equalization
4	Motor vehicle owners	Registration and license fees become delinquent.	State Bd. of Equalization
15	Common carriers	File report of alcoholic beverages imported during January.	State Bd. of Equalization
15	Distilled spirits mfrs., mfr. agts., wholesalers, rectifiers, and brandy mfrs.	File return and pay tax for January.	State Bd. of Equalization
15	Beer and wine manufacturers and importers	File return and pay tax for January.	State Bd. of Equalization
15	Producers and brokers of motor vehicles	File report for January.	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles	File report and pay tax for January.	State Bd. of Equalization
15	Persons whose fiscal year ended June 30	Second installment of Personal Income Tax due.	State Franchise Tax Com.
20	Motor vehicle transportation operators	File return and pay tax for January.	State Bd. of Equalization
Mar. 1	Common carriers	File report and pay tax on distilled spirits sales for January.	State Bd. of Equalization
1	Motor vehicle fuel distributors	File return and pay tax for January.	State Bd. of Equalization
1	City property owner	File statement of all property owned at noon.	City and County Assessor
1	City property owner	File affidavit and claim before last Monday in June.	City and County Assessor
15	Common carriers	File report of alcoholic beverages imported during February.	State Bd. of Equalization
15	Distilled spirits manufacturers, mfr. agents, wholesalers, rectifiers and brandy mfrs.	File return and pay tax for February.	State Bd. of Equalization

### FEDERAL SECTION

Date*	Interested Parties	Act Required	Responsible Agency
Jan. 1	Employer and employee	Employee files with employer any change in exemption status as related to withholding tax on personal income.	Collector of Int. Rev.
10	Employer	Payments to authorize depositary by employers who withheld more than \$100 during previous month.	Collector of Int. Rev.
15	Brokers, dealers, etc.	File return covering stock and bond transactions for preceding month with accounting for stamps for stamp tax purposes.	Collector of Int. Rev.
15	Individuals	Make final payment for 1947 estimated tax by individuals previously making declarations.	Collector of Int. Rev.
15	Farmers and others	Complete payment by those making first declaration.	Collector of Int. Rev.
31	Employer	Last day to furnish employee a written receipt (W-2) of amount withheld in 1947.	Collector of Int. Rev.
31	Retailers, amusements, mfrs., cabarets	File returns for preceding month and pay tax due for admissions, dues and miscellaneous taxes including Retailer's Excise Tax.	Collector of Int. Rev.
31	Employer	Last day to file last quarterly return of amounts withheld at source (Form W-1) with copies of W-2A issued during the year and W-3s.	Collector of Int. Rev.
31	Employer	File quarterly return and make payment of taxes withheld during preceding quarter.	Collector of Int. Rev.
Feb. 1	Corporations	File return on dividends and other corporate distributions.	Collector of Int. Rev.
10	Employer	Payment to authorized depositary by employers who withheld more than \$100 during previous month.	Collector of Int. Rev.
15	Brokers, dealers, etc.	File return covering stocks and bonds transactions for preceding month accounting for stamps for stamp tax purpose.	Collector of Int. Rev.
15	Employer	Last day to file information returns of dividends, salaries and other payments (Forms 1099 and 1096).	Com. of Int. Rev., Processing Div., 200 E. 161st St. New York City, N.Y.
28	Retailers, amusements, mfrs., cabarets	File return for preceding month and pay tax due for admissions, dues and miscellaneous including Retailer's Excise Tax.	Collector of Int. Rev.
Mar. 1	Employers on calendar-year basis	Last day to make 1947 contributions to employee's trust for employers on accrual-basis for calendar-year.	Collector of Int. Rev.
10	Employer	Payment to authorized depositary by employers who withheld more than \$100 during previous month.	Collector of Int. Rev.
15	Brokers, dealers, etc.	File return covering stocks and bonds transactions for preceding month accounting for stamps and for stamp taxes.	Collector of Int. Rev.
15	Corporations, estates and trusts	Quarterly payments due on 1947 income taxes for corporations, estates and trusts reporting for calendar year.	Collector of Int. Rev.

(Continued on Page 4)



# The San Francisco Chamber of Commerce

*Invites You to Attend Its*

## *First Annual* **AGRICULTURAL-BUSINESS CONFERENCE** **Luncheon**

*Dedicated to Strengthening Business-Agricultural Relations*

**PAUL C. SMITH, Speaker**

*Editor, San Francisco Chronicle*

*Place:*

Colonial Room,  
St. Francis Hotel

*Time:*

12:15 P.M.  
Tuesday, Feb. 10, 1948

SAN FRANCISCO CHAMBER OF COMMERCE  
333 Pine Street, San Francisco 4, California

Please reserve.....places for me at the luncheon of the  
Agricultural Conference, Tuesday, February 10, in the Colonial Room  
of the St. Francis Hotel.

*(Telephone Reservations Accepted)*  
*Phone EXbrook 2-4511—Ext. 43*

*Name*.....

*Firm*.....

*Address*.....

*Price*

**\$2.50**

*Plus Tax*

# SAN FRANCISCO TAX CALENDAR—Continued

## CITY - STATE SECTION

Date*	Interested Parties	Act Required	Responsible Agency
Mar. 15	Beer and wine manufacturers and importers	File return and pay tax for February.	State Bd. of Equalization
15	Producers and brokers of motor vehicles	File report for February.	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles	File report for February.	State Bd. of Equalization
15	Banks and corporations	File return and pay first installment of taxes on calendar year basis.	State Franchise Tax Com.
15	Owner of state-assessed property	File statement of property owned or used first Monday of March.	State Bd. of Equalization
20	Motor vehicle transportation operators	File return and pay tax for February.	State Bd. of Equalization

## FEDERAL SECTION

Date*	Interested Parties	Act Required	Responsible Agency
Mar. 15	Individuals	Last date to file personal income tax returns calendar year 1947 (Form 1040) and make final payment.	Collector of Int. Rev.
15	Partnerships	File return for year ended Dec. 31, 1947.	Collector of Int. Rev.
15	Gifts	Last day to file gift tax return and make payment if gift made in 1947 and amounted to more than \$3,000.	Collector of Int. Rev.
31	Retailers, amusements, mfrs., cabarets	File return for preceding month and pay tax due for admissions, dues and miscellaneous taxes including Retailers' Excise Tax.	

### LOCATION OF LOCAL OFFICES OF RESPONSIBLE AGENCIES:

Assessor, City and County of San Francisco,	City Hall, Civic Center	KLondike 2-1910
Tax Collector, City and County of San Francisco,	City Hall, Civic Center	HEmlock 1-2121
California State Board of Equalization,	State Bldg., Civic Center	UNderhill 1-8700

California State Franchise Tax Commissioner,	540 Van Ness Avenue	UNderhill 1-7234
California State Motor Vehicle Department,	160 South Van Ness Ave.	MARKet 1-4820
U. S. Collector of Internal Revenue,	100 McAllister St.	KL 2-2833

Date\*—If any date falls on a Sunday or legal holiday, the return is due on the following day.

## 1947 Industrial Development Smashes All Records

Industrial development in the San Francisco Bay Region (12 counties) and northern California smashed all previous records in 1947, according to tabulations by the Chamber's Industrial Department.

• **Bay Region** developments for the year totaled 664 projects to represent an all time high in outlays of \$126,067,750. Next highest year recorded was 1945 when 700 projects were announced with expenditures amounting to \$118,580,268. The 1947 projects in the Bay Region summarize as follows: 272 plant expansions to cost \$68,074,350, and 392 new factories to be worth \$57,993,400.

A total of \$152,035,375 in projected developments for northern California was recorded during the year, representing 816 projects of which 335 are expansions to cost \$72,899,850, and 481 new plants to aggregate \$79,135,523. This compares to 1945 figures of 364 expansions costing \$69,418,120 and 480 new plants costing \$68,081,248 for a total of 844 projects totaling \$137,499,368.

San Francisco developments for 1947 total 97 expansions to cost \$13,812,200 and 105 new plants to cost \$2,652,000 or 202 projects to be worth \$16,264,200 and to create 3,450 jobs. This is slightly under the 1945 tabulations of 252 projects totaling \$17,381,650.

December 1947 projects summarize as follows:

• <b>Northern California</b>	
13 expansions	\$ 1,649,000
37 new plants	18,017,500
—	—
50 projects	\$19,666,500

• <b>Bay Region</b>	
12 expansions	\$ 1,099,000
32 new plants	15,017,500
—	—
44 projects	\$16,116,500
• <b>San Francisco</b>	
5 expansions	\$ 208,000
8 new plants	80,500
—	—
13 projects	\$ 288,500

51 jobs  
47 jobs  
98 jobs

Some of the December developments in the Bay Region are:

- **George A. Coleman Co., Inc.**, 1209 Divisadero Street, San Francisco, manufacturer of electronic and plastic products is spending \$100,000 on expansion program which will create 10 new jobs.
- **Columbus Pastry**, 507 Columbus Avenue, San Francisco, has moved to new location in expansion program costing \$35,000.
- **American Terrazzo Company**, Factory Avenue west of Linden, South San Francisco, has purchased a 6 acre site for new terrazzo manufacturing plant.
- **Newsam Kraft Company**, 6 miles north of Sacramento (Yolo County), will construct \$14,000,000 pulp, paperboard and wallboard plant. Project will be financed partially by \$7,500,000 RFC loan.
- **Chalmers Tefft Company**, Stanton & San Carlos Streets, Castro Valley, is constructing new plant to manufacture ice plant and specialized refrigeration equipment. Plant will cost \$50,000.
- **Kaer Engineering Company**, Palo Alto, purchased 20,000 square foot plant of Briarwood Corporation for expansion of electronic products plant. New plant will double present production capacity.
- **A. H. Peterson & Son**, 8301 A Street, Hayward, has moved to this new location for expansion of sheet metal products plant.



# Bay Region Business

PUBLISHED BY THE  
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, January 29, 1948

Number 5

## C. of C. Report Analyzes S. F. Port Loss

### Improvement In O. I. T. Export Control Procedure Sought

Immediate improvement of the new export control procedure announced recently by the Office of International Trade in Washington, D.C., is sought in recommendations made by the World Trade Association and the San Francisco Chamber of Commerce.

• Under the O.I.T.'s newly-established procedure, orders must be confirmed and end use of exported products certified before a license can be granted to an American exporter; new price criteria make it mandatory to show total price of product; and a great deal of authority is granted foreign government embassies and their purchasing commissions over export licenses.

The Chamber recommended the abandonment of the new price criteria, declaring that the practice of granting licenses on the basis of the lowest price tends to discriminate against merchant exporters in favor of manufacturing exporters. It is also maintained that the practice may open the door to practices which would require an impracticable amount of enforcement and compliance.

• "Competition in the foreign markets takes care of price limitation as no other method can," the Chamber stated.

Objections were also registered to the procedure of making a confirmed order mandatory on the grounds that by the very nature of the export business a confirmed order generally cannot be obtained until an export license is obtained.

• Pointing out that such factors as judging between brands of goods and establishment of conditions of delivery were matters of competition inherent in private trade, the Chamber declared that the strict control exercised by foreign governments over these factors in export licensing should be eliminated.

Need for intensified port promotion and advertising as well as a thorough analysis of methods of charging for extra services was recognized today in a report by three staff experts of the San Francisco Chamber of Commerce.

### Agricultural And Business Leaders To Meet; Luncheon Slated

Northern and Central California's first Agricultural-Business Conference will be held Tuesday, February 10, in the St. Francis Hotel, it was announced today by W. P. Fuller Brawner, President of the San Francisco Chamber of Commerce.

• Purpose of the Conference, under the leadership of John E. Pickett, Conference chairman, is to explore mutual problems of San Francisco business and neighboring agricultural interests. Participants will be top San Francisco businessmen and outstanding agricultural leaders.

Following the morning session, in the hotel's Italian Room, a luncheon will be held in the Colonial Room. Guest speaker will be Paul C. Smith, editor of the San Francisco Chronicle.

"This conference is being planned as a yearly event to implement the Chamber's present agricultural program," said Brawner. "We believe it will enable both farmer and businessman to work even more closely together than before."

Luncheon tickets can be obtained through the Public Affairs Department of the San Francisco Chamber of Commerce, 333 Pine Street, EXbrook 2-4511, Ext. 43. Cost of tickets is \$2.58, tax included.

Conference sessions, other than the luncheon, are open only to participants.

• The preliminary survey of factors involved in the reported loss in tonnage of the Port of San Francisco revealed that 1929 was the pre-war peak year for the port, with some 14,419,156 tons of cargo handled that year.

The Chamber's study cites as reasons for the decline:

1. The war.
2. Economic upheaval.
3. Governmental policies.
4. Relief shipments to Europe.
5. Inadequate advertising, promotion and solicitation.
6. Diversion of cargoes to other Bay Area ports.
7. Aggressive Gulf and Atlantic competition.
8. Development of direct East Coast-Orient shipping.
9. Past labor unrest.
10. Methods of charging and delays in billing.
11. Multiplicity of port ownerships and business methods.

The preliminary report was prepared by Walter A. Rohde, manager of the Chamber's Transportation Department; G. L. Fox, manager of the Chamber's Industrial Department; and Alvin C. Eichholz, manager of the World Trade Department of the Chamber. The survey was submitted to Chamber General Manager, Louis B. Lundborg. It will be forwarded by Lundborg to the Chamber's Merchant Marine and Harbor Committee and World Trade Committee for further study and action.

## Plan Now For Bay Area Industrial Exposition—July 2-9, 1948

## World Trade Week—May 16-22



*William F. Minehan, chairman, 1948 World Trade Week, points out strategic location of San Francisco as world trade center to Virginia Phillips, "Miss San Francisco," as plans for a city-wide celebration of the event get underway.*

### Pillar Point Breakwater Sought by S. F. Chamber

Construction of the Pillar Point Breakwater Project in the Half Moon Bay Area is being sought by the San Francisco Chamber of Commerce.

• **Chamber testimony** supporting the project was presented last week before a hearing of the Board of Engineers for Rivers and Harbors in Washington, D.C.

The project, as approved by the District Engineer, U. S. Army, calls for a breakwater extending 2500 feet south from Pillar Point with an eastern arm of 2000 feet. A second breakwater would extend 4400 feet from shore, leaving a gap of 1000 feet for a harbor entrance.

### World Trade Week Plans Told At Meeting

Opening gun in a campaign to make National World Trade Week, May 16-22, "the most potent reason for people to visit this city since the 1939 Fair" was fired Monday of last week at a special luncheon meeting of the Chamber's World Trade Association, when the organization presented plans for the event to its membership.

It was pointed out that 1948 World Trade Week will be made an all-out citywide event rather than a financial district celebration.

The national slogan of World Trade Week is "World Trade Makes Good Neighbors." In San Francisco, however, this will be subordinated to the line "Meet Me in San Francisco—May 16 to 22—Celebrating California's Centennial of World Trade."

### Western States Group Acting To Speed Alaska Development

Action to speed the economic development of Alaska was taken at a meeting of the Board of Directors of the Western States Council, according to an announcement by Louis B. Lundborg, president of the council, and general manager of the San Francisco Chamber of Commerce.

• **Following its meeting** in Portland with Alaska civic and military leaders, the Board voted to place before its membership a series of recommendations aimed at building up the civilian economy of the Territory.

Alaskan leaders attending the meeting cited transportation needs and the confusion of land laws as the greatest obstacles in the way of Alaska's full development. It was pointed out that while more than 65 per cent of all products sold in Alaska are manufactured or produced in California, San Francisco, Los Angeles and Portland are being discriminated against through steamship service contracts which give Seattle a monopoly.

The Board will also recommend extensive revision of Alaska's land laws and so-called aboriginal land claims. Alaskans claim the laws must be clarified before private capital will be willing to complete many investments now under consideration.

### Six Downtown Traffic Improvements Urged

Six downtown traffic improvements were urged today by Henry E. North, chairman of the Traffic and Highway Committee of the San Francisco Chamber of Commerce.

• **The suggestions**, made by North in a meeting with Chief of Police Michael Mitchell last week, were:

1. Police action to eliminate double parking.
2. Reduction of most of the present 40-minute parking limits to a shorter period to permit greater turnover in parking.
3. "Hooding" of California Street parking meters between Larkin and Van Ness between the hours of 4:30 and 6:30 p.m. to prevent use during traffic peak. With the exception of this area, there is at present a "no stopping" ban on California Street between those peak hours.
4. Elimination of left-hand turns wherever needed to correct traffic jamming.
5. A re-survey of available loading zones.
6. Enforcement of pedestrian regulations, with particular emphasis on jaywalking.

# The Future . . .

## Editorial Page of **THE CALLER BULLETIN**

TUESDAY, JANUARY 20, 1948

☆☆

### S. F. Growth

Chamber of Commerce Report Is Fresh Evidence  
That City's 'War Boom' Is Here to Stay

A Chamber of Commerce report on San Francisco population gives additional emphasis to the extent of our city's growth and the need to expand our facilities—transit, parking, housing, etc.—to match it.

Everyone knows what the war 'boom' did to San Francisco population; but there were then, and may be yet, persons who had the idea that it wouldn't last. Soldiers, sailors, war workers—sooner or later they will be "going back where they came from."

That conviction used to be held by quite a few people. Events which have followed V-J Day, to be sure, have shown them wrong. But have we entirely gotten rid of that tendency to think of POSTWAR San Francisco in terms of the PREWAR city?

We've got to get rid of it, and tift's for sure, if we are to take advantage of the city's population growth.

\* \* \*

The chamber's latest report is further confirmation that San Francisco's mushrooming growth during the war years was no temporary phenomenon, but a PERMANENT thing.

The newcomers are HERE TO STAY.

As of January 1, for instance, the chamber report estimated the population of the city at 807,700. The total includes 794,000 civilian and 13,700 military personnel.

The latter total represents a decline from an August 1, 1945 figure of 59,753. There has also been, the chamber notes, a decline in that portion of the population represented by merchant ship personnel, due, of course, to the fact that fewer vessels are moving in and out of the port than was the case during the war, when the Port of Embarkation was doing a massive business.

\* \* \*

However, despite the "emigration" of service personnel who have returned to their homes, or to other duty, elsewhere, the change in the city's population since the peak of war activity here in 1945 has been, the chamber reports, LESS THAN THREE PER CENT.

This, the chamber's report adds, is indication "that the substantial population gains made during the war period are being consolidated into the permanent economy of the city."

All of which means that we've got to DO SOMETHING ABOUT IT if this potential asset is not to become a LIABILITY.

Our city's facilities have not expanded to match this population increase—a fact apparent everywhere.

The urgent task before us is to see that they DO—TUNITY now in San Francisco's grasp from slipping away.

# Looks Bright!

## National Retail Merchants Day Adopted

The idea of a "National Retail Merchants Day," suggested by D. P. Street, managing director, Retail Merchants Association of the San Francisco Chamber of Commerce, has been adopted by the membership of the National Association of Retail Secretaries.

• The proposal was made by Street as a means of acquainting the public with the proper place of distribution in the nation's economy and to promote understanding of the merchants' efforts to best serve the interest of the consumer.

After endorsement of the proposal by Lew Hahn, president, National Retail Dry Goods Association, and by chambers of commerce and retail associations throughout the nation, the idea was adopted at the recent annual meeting of the N.A.R.S. in New York.

The San Francisco Chamber inaugurated "Retail Merchants Day" last summer when N.R.D.G.A. President Lew Hahn spoke before a luncheon meeting of 500 San Francisco businessmen.

## Tribute To Jesse Colman

A luncheon for the Honorable Jesse C. Colman, member of the Board of Supervisors for the past 26 years, will be held in the Colonial Room, St. Francis Hotel, Wednesday, February 4.

• The luncheon will honor Colman for his outstanding contributions to the welfare of San Francisco.

Tickets are \$2.25 each and can be obtained through the Committee on Arrangements, Jesse C. Colman Luncheon, Room 700, 111 Sutter St.

## "Portrait of a City"

Additional quantities of the Chamber's brochure, "San Francisco—Portrait of a City," are available to business firms at cost.

• To place your order, telephone or write the Chamber's Publicity Department, 333 Pine Street, EXbrook 2-4511.

## Aviation Leaders Meet Commission



Members of the newly-appointed California Aeronautics Commission were guests of the Bay Area Aviation Committee at the group's recent meeting. Standing, left to right: John Felton Turner, vice chairman, CAC, Oakland; Norman Larson, CAC, Burbank; Kenneth R. MacDonald, secretary of the BAAC; Warren E. Carey, executive director, CAC; Bruce Church, CAC, Salinas; David Fleet, CAC, San Diego. Seated: Fred Fagg, chairman, CAC; and Fred Ellsworth, 1948 chairman of BAAC.

## DOMESTIC TRADE TIPS . . .

**D-6865**—PROFITELL COMPANY, Dayton 2, Ohio, manufacturers of a draft beer dispensing meter seeking district manager to organize sales force, offices, etc., in San Francisco and adjacent territory.

**D-6866**—SPARTAN AIRCRAFT COMPANY, Tulsa, Oklahoma, manufacturers of an all-aluminum trailer coach interested in obtaining a franchise dealer to Bay Area.

**D-6867**—MR. RICHARD GOLDMAN, Goldman-Schwinger Company, 709 Mission Street, San Francisco, California, desires to establish contact with manufacturers in this area of hand tools, agricultural equipment and heavy trucks, for export.

**D-6868**—MR. ALBERT KURTZON, of the Alkeo Manufacturing Co., 2024 S. Wabash Ave., Chicago, Ill., manufacturers of electrical and hardware lines will be in San Francisco the latter part of January to interview prospective representatives. Appointments made through Myron D. Alexander, DO 2-2858.

**D-6892**—Chance Bros. Ltd., Smethwick, England. Mr. John Raymond, c/o Domestic Trade Department, San Francisco Chamber, Mr. Raymond will be in San Francisco for 5 days starting Jan. 29 seeking arrangements with local distributors to handle their varied lines of glass products in Western States. Company said to be one of world's oldest and largest manufacturers of glass products such as: laboratory beakers and flasks

in a hard glass similar to Pyrex; electric lamp shades of all kinds; automatically made bowls, tumblers, etc., in clear colorless glass; hand pressed household specialties of all kinds; ships' navigation lights; railroad signalling lamp glasses; automatically made tubing in ordinary soda-lime glass and also in a glass similar to Pyrex.

**D-6886**—KENMORE METALS CORPORATION, 80 Broad St., New York 4, New York, seeking manufacturers' representative to handle their line of patented pre-plated steel wire.

**D-6887**—KENAI SALES COMPANY, P. O. Box 763, Seward, Alaska, manufacturers' representatives offer coverage of Alaskan Territory to Bay Area manufacturers.

**D-6888**—STEINBERGER BROS., INC., 10 West 33rd St., New York City, New York, looking for sales representative in the State of California to handle their line of yarns suitable for department, variety and chain store trade.

**D-6889**—BRUSH & SON, 743 Water St., Port Huron, Michigan, seeking manufacturers' agent or distributor to handle a device of their manufacture used to prevent accidental dropping of an electric shaver.

**D-6890**—DEALERS EQUIPMENT COMPANY, 1325 Market St., Space 568, San Francisco, Calif., interested in establishing dealerships for the Ward Heating Company, manufacturers of floor and dual wall furnaces, throughout the Northern part of the State and particularly in the Bay Area.



# Bay Region Business

PUBLISHED BY THE  
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, February 5, 1948

Number 6

## Winter Market Week Opens Here; 2000 Displays Shown

Over 3000 retail dealers and buyers registered at San Francisco's Western Winter Market which opened early this week according to Frank K. Runyan, president of the Western Merchandise Mart.

Some 2000 manufacturers have displays during the "seven-markets-in-one" which feature Market Week—the Western Furniture Market, Western Floor Covering Show, Western Radio and Appliance Show, Western Gift and Housewares Show, Western Decorative Textile Show, Linens and Domestic Textile Market and the Toy and Juvenile Goods Show.

Attendance at the Western Gift, Jewelry, Toy and Housewares Shows, which opened yesterday, is also expected to set new records.

## New Manufacturing Census Being Taken

A 1947 Census of Manufactures is now being taken which will reflect the vast changes in the industrial picture of the Pacific Coast, according to Director J. C. Capt, Bureau of the Census, Department of Commerce.

By means of a questionnaire, which was mailed to all United States manufacturers last month, information will be obtained on production, employment, wages, materials consumed, expenditures for plant and equipment, inventories, and related items. All individual reports and figures are held in strict confidence.

Director Capt has urged that all manufacturers return their completed questionnaires promptly in order to speed up the availability of the results and keep the costs down.

Manufacturers who have not received their questionnaires should contact the Domestic Trade Department of the San Francisco Chamber of Commerce, 333 Pine Street.

## Congressional Review of Export Licensing Policy Sought

Terming newly-announced export licensing procedures as "impractical, uneconomical and unrealistic," the San Francisco Chamber of Commerce today called upon Congress to review the policies and set limitations on administration of export controls.



PAUL C. SMITH  
Luncheon Speaker

## Paul Smith To Speak At Chamber Luncheon

Paul C. Smith, editor of the San Francisco Chronicle, will address business and agricultural leaders at a luncheon sponsored by the San Francisco Chamber of Commerce, Tuesday, February 10, at the St. Francis Hotel, according to an announcement by Chamber President W. P. Fuller Brawner.

The luncheon will mark Northern and Central California's first Agricultural-Business Conference at which mutual problems of business and agricultural interests will be discussed.

Tickets for the luncheon are still available and can be purchased through the Public Affairs Department of the Chamber. Cost of tickets is \$2.58, tax included.

The new export licensing procedure, as announced January 2 by the Office of International Trade, U. S. Department of Commerce, calls for establishment of new price criteria based on lowest price; mandatory confirmation of orders; and certified end use of products.

The Chamber called these new methods a serious threat to the conduct of world trade through private channels, and declared that they introduce the element of foreign government control over American export business.

Elaborating on this point, Dwight K. Grady, chairman of the Chamber's World Trade Committee, said, "The new licensing policy contains a direct invitation to foreign governments to make recommendations as to the United States supplier, thus encouraging unscrupulous practices by exporters seeking preference. We can see no need for such procedure as this will lead to further government-to-government dealings and to state trading, all of which tend to eliminate private enterprise from foreign trade."

To substantiate its claims, the Chamber pointed out that the new price criteria principle, which approves licenses on a lowest cost basis, actually sets the manufacturing exporter against the merchant exporter, since manufacturers are able to quote lower prices than export merchants.

"With merchant exporters placed in a non-competitive position, the small and medium-sized manufacturers who depend on them to handle their export sales will be threatened with loss of export markets and be forced to reduce production and furlough workers."

In answer to the arguments that exports have created shortages and tended to inflate prices, the Chamber pointed out that there were 16 billion dollar exports in 1947 out of a 200 billion dollar national income, as compared to 4 billion dollar exports in 1940 out of our 76 billion dollar income.

"This would indicate the 1947 volume of exports is not in a dangerously high proportion as supposed, as compared to 1940 figures."

# General Business Activity

## Thumb Nail Sketch: by the Research Department

### ● TREND

The year 1947 marked another outstanding period in San Francisco progress. Many important fields reported marked improvements over the preceding year. Rising prices and decreased purchasing power of the dollar, however, were responsible for some of the dollar volume gains. Our Index at 295.4 at the end of December reached an all-time monthly high—7.3 per cent above last December—and carried the 12 months average to 231.5, or 6.2 per cent above a year ago.

San Francisco residential population on January 1, 1948, was estimated at 807,700 by the Research Department. This included 794,000 civilians and 13,700 military personnel. Compared to a year ago, there was no appreciable change in the number of civilians, but the resident military dropped 5,000. At the close of the war, August 1, 1945, the U. S. Census placed San Francisco population at 827,400, of which 767,647 were civilians and 59,753 resident military. A gain of the war has been more than offset by the 46,053 shrinkage of resident military population. However, despite the emigration of service personnel stationed here at the close of the war, the net population change is less than 3 per cent, indicating the substantial population gain made during the war period is being consolidated into the permanent economy of the City.

### ● EMPLOYMENT

Employment in San Francisco during December 1947 was estimated at about 400,000 persons or nearly 10,000 above the July level of 390,000. At the same time the California State Employment Service estimated there were about 20,800 unemployed. This would amount to about 5 per cent of the total labor force. Approximately one-half of those not working were covered by unemployment insurance.

In July, employment in San Francisco was distributed approximately as follows: All manufacturing, 18 per cent; retail trade, 14 per cent; wholesale trade, 12 per cent; transportation, communications and utilities, 11 per cent; finance, insurance and real estate, 8 per cent; service, 10 per cent; construction, 7 per cent; government, including City, State and Federal, 11 per cent; and miscellaneous, 9 per cent. Placements reported by the C.E.S. in San Francisco during the year totaled 46,359, of which 34,902 were industrial, and 11,457 commercial placements. Commercial placements continued at a lively pace and were only 2.7 per cent below the preceding year. Employment in industry appeared more stabilized than a year ago as industrial placements were off 15.3 per cent.

### ● MANUFACTURING

The manufacturing industries in the San Francisco Bay Industrial Area during 1947 employed 9.5 per cent more workers on the average, and the payrolls averaged 23.4 per cent above the preceding year. The State Department of Industrial Relations reported December factory employment at 120,800, November 119,300 and 122,100 in Decem-

ber last year. The non-durable group in December accounted for 57,300—practically identical to December a year ago; and the durable group 63,500 employees, 1,400 fewer than last year. Weekly earnings averaged \$61.95 in December, \$58.98 in November and \$53.54 in December last year. Hourly earnings averaged \$1.560 in December compared to \$1.536 in November and \$1.369 last December. Hours worked per week averaged 37.7 in December, 38.4 in November and 39.0 in December last year.

During 1947, 97 industrial expansions to cost \$13,812,200 and 105 new plants to cost \$2,652,000 were announced for San Francisco. At the same time Bay Area developments showed a total of 661 projects with outlays of \$126,067,750, of which 272 were plant expansions and 392 new industries.

### ● CONSTRUCTION - REAL ESTATE

San Francisco in 1947 chalked up another great year in its history of construction and real estate activity. There were 8,570 building permits issued, amounting to \$46,183,464. This was an increase of 5.9 per cent in number and 9.3 per cent in amount over 1946. Residential construction accounted for practically one-half of the total value and provided 2,938 dwelling units, of which 2,204 were single-family units. Non-residential construction accounted for 250 permits amounting to \$17,833,900—17 per cent in number and 11.2 per cent in amount fewer than 1946. Permits for additions, alterations and repairs numbered 5,813 and amounted to \$12,095,529, an increase of 11.7 per cent in number and 9.8 per cent in value.

Real estate sales in 1947 in San Francisco numbered 18,438 and amounted to \$228,267,030—the second highest annual volume in the history of the City, but about 13 per cent below the 1946 total, the all-time high. Mortgage deeds of trust issued against San Francisco real estate for 1947 numbered 19,832 and amounted to \$177,911,002 compared to 19,579 amounting to \$185,398,890 last year.

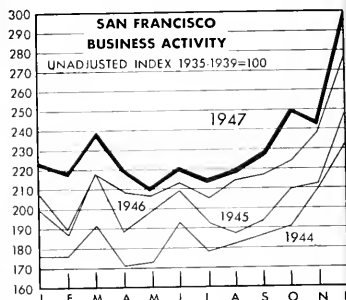
### ● TRADE

Retail sales in San Francisco during 1947, according to preliminary estimates, amounted to \$1,180,000,000 compared to \$1,028,000,000 in 1946. The estimated 15 per cent increase in dollar sales has been largely absorbed by price advances during the past year. Independent store sales were 6 per cent above a year ago, according to a Bureau of the Census sample. The food group sales were up 7 per cent; general merchandise 3 per cent; furniture and household 22 per cent; lumber, building and hardware 19 per cent; automotive group 43 per cent; filling stations 14 per cent; drug stores 8 per cent; while eating and drinking places sales were off 6 per cent, and apparel group off 2 per cent.

Wholesale sales in San Francisco during 1947, based on preliminary estimates, amounted to \$1,468,000,000 or 16 per cent above a year ago. Total volume of wholesale sales, likewise, was influenced by price factors. Dollar sales of merchants wholesalers on the Pacific Coast for the 11 months cumulative were up 16 per cent and San Francisco inventories value 22 per cent above a year ago, according to the Bureau of the Census. Sales in the nation were up 20 per cent, and inventories 21 per cent for similar periods.

### ● FINANCE

Financial transactions in San Francisco during 1947, as measured by bank debits, amounted to \$25,458,399,000 or



9.1 per cent above the preceding year, and accounted for 78 per cent of the transactions reported in the Bay Area, which amounted to \$32,806,421,000. San Francisco December bank debits established a new all-time monthly high of \$2,504,797,000. Financial transactions in San Francisco in 1947 accounted for 26 per cent of the Twelfth Federal Reserve District total, and the Bay Area for 33.4 per cent of the District total. Stock Exchange transactions during 1947 of 10,732,200 sales with a market value of \$160,952,234, were off 28.1 per cent in number and 30 per cent in amount compared to 1946. Despite this adverse trend which was also experienced nationally, the San Francisco Stock Exchange during October 1947 held first place among the Regional Exchanges of the nation in total volume of security transactions. Commercial failures reported in San Francisco in 1947 totaled 48 compared to 26 in 1946.

### ● TRANSPORTATION

San Francisco Airport traffic during 1947 established the best record in its history with 67,585 planes in and out, an increase of 27.4 per cent; and 917,266 passengers on and off, an increase of 9.9 per cent over the preceding year. During 1947 San Francisco Bay ship arrivals totaled 3,638 with a registered tonnage of 16,782,556, or an increase of 30.5 per cent in number and 35.8 in tonnage. Freight car movements in the San Francisco-Oakland switching limits totaled 613,846 compared to 604,892 last year. The increase was greatest during the first half of the year when the movements were 7.7 per cent above the similar period last year, but by the end of the year total movements were only 1.4 per cent ahead of 1946.

### ● LIVING COSTS

Cost of living items in San Francisco, as in the nation, continued upward during 1947. However, the rate of climb from December 1946 to December 1947 was not quite half as steep as the rate for the entire year 1947 over 1946.

The December Index at 168.9 was 5.3 per cent above December last year, but the 1947 average based on the four-quarter period was 12.3 per cent above the preceding year. 1947 average annual living costs compared to 1946 show food prices up 18.3 per cent; clothing 15.9 per cent; rent 2.7 per cent; house furnishings 14.5 per cent; and miscellaneous 7.0 per cent. Fuel and electricity items were the only ones showing a decrease—5.3 per cent below a year ago.



# Survey of Business Conditions in San Francisco

## December, 1947

BRANCH OF ACTIVITY	DECEMBER 1947	DECEMBER 1946	PER CENT CHANGE	12 MONTHS 1947	12 MONTHS 1946	PER CENT CHANGE
<b>GENERAL BUSINESS ACTIVITY</b>						
S. F. C. of C. Index 1935-39 Avg.=100.....	295.4	275.3	7.3	231.5	217.9	6.2
<b>CONSTRUCTION PERMITS</b>						
Total.....(number)	744	516	44.2	8,570	8,089	5.9
Residential, New.....(number)	5,406,676	1,924,719	180.9	46,183,464	42,251,771	9.3
- Dwelling Units.....(value)	262	166	57.8	2,507	2,596	-3.4
Single Family Dwellings, New.....(value)	2,536,538	1,423,740	78.2	22,747,403	18,467,228	23.2
Non-Residential, New.....(number)	308	205	50.2	2,938	3,112	-5.6
Additions, Alterations and Repairs.....(value)	235	135	74.1	2,204	2,161	2.0
REAL ESTATE						
Sales.....(number)	2,068,855	1,010,440	104.7	17,835,900	13,541,278	31.7
Mortgages and Deeds of Trust.....(value)	26	15	73.3	250	291	-14.1
Mortgages and Deeds of Trust.....(number)	1,681,950	110,277	1,425.2	11,540,555	12,771,443	-11.2
Mortgages and Deeds of Trust.....(amount)	465	185	151.3	3,813	3,132	21.7
RETAIL DEPARTMENT STORE SALES						
San Francisco.....(index)	1,188,191	390,722	204.1	12,095,529	11,013,099	9.8
FINANCE						
Bank Deposits.....(\$000)	1,477	1,281	15.3	18,858	21,489	-12.2
Bank Clearings.....(\$000)	18,946,296	16,199,220	17.0	228,267	265,138,669	-13.9
Postal Receipts.....(\$)	1,509	1,471	19.5	19,582	19,759	0.0
San Francisco Stock Exchange.....(no. shares traded)	15,153,846	12,270,327	23.5	177,914,002	185,308,890	-4.0
COMMERCIAL FAILURES						
Assets.....(\$)	439	418	5.0	259	254	2.0
Liabilities.....(\$)	2,504,797	2,299,637	8.9	25,458,399	23,330,576	9.1
Assets.....(\$)	1,851,194	1,705,085	8.6	19,546,621	18,254,463	7.1
Liabilities.....(\$)	2,129,807	1,914,370	11.3	20,163,743	21,440,141	-6.0
San Francisco Stock Exchange.....(market value)	1,097,834	1,015,293	8.1	10,353,200	14,950,965	-28.1
Assets.....(\$)	15,017,539	15,184,856	-1.1	160,552,234	229,925,921	-30.0
Liabilities.....(\$)	5	400.0	-36.0	1,604,934	1,079,810	48.6
Assets.....(\$)	51,482	80,472	-36.0	1,604,934	1,079,810	48.6
Liabilities.....(\$)	12,754	50	2,450.8	694,759	346,670	100.4
<b>EMPLOYMENT &amp; PAYROLLS—Bay Area (5 Co's.) (a)</b>						
Employment.....(index)	144.0	145.7	-1.2	147.5	134.7	9.5
Payrolls.....(index)	289.1	251.9	14.8	274.1	222.1	23.4
<b>NON-MFG. INDUSTRIES—(5 Co's.) (a)</b>						
Laundry, Cleaning, Dyeing.....(payroll)	165.9	176.6	-6.1	168.2	169.6	-0.8
Wholesale Trade.....(payroll)	220.4	201.9	9.2	208.4	177.5	17.4
Retail Trade.....(payroll)	271.4	230.8	17.6	210.6	179.3	17.5
Hotels.....(payroll)	-255.9	248.6	2.9	249.0	235.4	5.8
<b>PLACEMENTS IN SAN FRANCISCO—C.S.E.S. (a)</b>						
Industrial Placements.....(total)	4,529	5,195	-12.8	46,359	55,213	-12.9
Commercial.....(number)	5,430	4,435	-20.2	34,002	35,437	-5.8
Transportation.....(number)	989	760	30.1	11,457	11,776	-2.7
<b>TRANSPORTATION</b>						
Freight Car Movements.....(number)	21,476	26,756	-19.7	265,244	275,796	-3.8
San Francisco Airport Traffic.....(no. planes)	6,834	4,393	55.6	67,585	53,055	27.4
Express Shipments—Rail.....(no. passengers)	65,017	62,719	3.7	917,456	834,360	9.9
Air Mail Loaded.....(number)	377,085	455,119	-17.2	3,415,369	4,623,042	-26.1
World Trade.....(pounds)	27,692	24,619	12.5	225,213	216,591	4.0
Vessel Arrivals with Cargo.....(number)	743,920	642,576	15.8	6,148,403	6,351,247	-2.9
Vessel Departures with Cargo.....(net registered tons)	294	227	29.5	3,638	2,788	30.5
Exports—Value.....(millions of dollars)	1,364,551	999,921	36.5	16,782,556	12,354,102	35.8
Imports—Value.....(millions of dollars)	278	288	-3.5	3,722	2,769	34.4
Quantity—Millions of pounds.....(millions of dollars)	1,279,021	1,281,125	-0.2	16,782,556	12,183,811	37.7
Quantity—Millions of pounds.....(millions of dollars)	30.4(e)	3.6(f)	74.4	387.1(g)	236.1(h)	64.2
Imports—Value.....(millions of dollars)	15.8(e)	3.5(f)	351.4	152.9(g)	73.7(h)	107.5
Quantity—Millions of pounds.....(millions of dollars)						
<b>UTILITIES</b>						
Electric Energy Sales Index.....(k.w.hrs.)	225	190	18.4	215	185	16.2
Industrial and Commercial Gas Sales.....(cu.ft.)	1,163,736,300	1,137,174,100	2.3	13,486,553,200	12,855,169,500	4.9
NEW DEVELOPMENTS						
Tourist and Settler Inquiries.....(number)	210	280	-25.0	3,576	2,667	26.6
Bay Bridge Vehicle Crossings.....(number)	291	145	100.7	5,777	3,666	57.5
Golden Gate Bridge Vehicle Crossings.....(number)	2,143,177	2,102,721	1.9	25,877,837	25,527,669	1.4
DAIRY RECEIPTS, FRUITS & VEGETABLES						
Butter.....(pounds)	599,070	541,480	10.6	7,738,189	7,128,568	8.6
Cheese.....(pounds)	21,785,959	2,267,896	-20.0	29,464,380	21,778,524	35.3
Eggs.....(cases)	1,752,481	1,497,335	17.7	19,816,775	17,459,458	13.5
Fruits and Vegetables.....(carlots)	78,920	109,716	-28.1	1,135,661	1,156,133	-1.8
LIVESTOCK SLAUGHTER (b)						
Cattle.....(total number)	4,312,800	5,318,838	-18.9	22,102,135	30,338,486	-26.2
Calves.....(number)	1,593	1,057	48.6	22,778	23,800	-4.3
Sheep and Lambs.....(number)	191,535	2,127,459	-9.0	2,127,459	2,328,112	-8.6
Hogs.....(number)	40,537	40,564	0.0	502,045	496,516	1.1
Miscellaneous.....(number)	12,928	9,238	39.9	169,662	128,097	29.3
S. F. LIVING COSTS 1935-39 Avg.=100						
Food.....(index)	81,278	75,049	8.3	927,040	1,258,884	-26.3
Apparel.....(index)	56,792	52,250	8.7	532,462	444,615	19.7
Rent.....(index)	213.7	204.6	5.4	205.6(i)	175.7(j)	18.3
Fuel, Electricity and Ice (c).....(index)	181.5	169.6	7.0	175.0(k)	157.0(l)	11.5
Gas and Electricity.....(index)	112.2	106.7	5.2	106.0(m)	106.0(n)	0.0
Other Fuel and Ice.....(index)	82.7	82.5	0.2	82.6(o)	87.3(p)	-5.3
House Furnishing Goods.....(index)	72.7	72.7	0.0	72.7(q)	72.7(r)	0.0
Miscellaneous.....(index)	118.2	116.4	1.5	117.3(s)	136.6(t)	-14.5
All Items.....(index)	161.3	149.0	8.3	156.4(u)	140.1(v)	11.5
	152.8	146.4	4.3	149.9(w)	140.1(x)	7.0
	168.9	160.4	5.3	165.6(y)	145.7(z)	12.3

(a) These data are based on reports submitted to the Division of Labor Statistics and Law Enforcement, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) Quarterly average March 15 to Dec. 15, 1947.

(e) November 1947 latest available.

(f) November 1946.

(g) 11 months 1947.

(h) 11 months 1946.

(i) Quarterly average March 15 to Dec. 15, 1947.

(j) Quarterly average March 15 to Dec. 15, 1946.

Acknowledgement is hereby made to Thomas Magee & Sons, Dun & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

## Paper Company To Build Plant In San Leandro

Construction of an eleven-acre plant of the Western Waxed Paper Company in San Leandro is scheduled to begin soon, according to an announcement from J. E. Crosby, resident manager of the firm.

Contract for the construction was awarded to the San Francisco firm of Haas and Rothschild last week.

The main plant of the company, a division of Crown-Zellerbach Corporation, will cover 137,000 square feet and will be of steel truss construction. The building will represent a million dollar outlay.

The new plant will replace the company's Emeryville works which it has outgrown.

Four other expansions approximating \$1,400,000 in new construction were announced last week. The companies involved are the Texas Company at San Francisco, the Pacific Paint and Varnish Company at Berkeley, California Packing Corporation at San Jose and Kuster Laboratories Ltd., near Belmont.

## HIGH SPOTS

### SAN FRANCISCO CHAMBER OF COMMERCE CURRENT PROJECTS

Feb., 1948

#### ● PUBLIC RELATIONS PROGRAM

Intensified community public relations program under way following appointment of Chamber public relations manager.

#### ● "PORTRAIT OF A CITY"

Chamber-produced San Francisco promotional brochure being distributed to prospective new Bay Region businesses and industries. Publication to be used in area advertising and publicity work.

#### ● AGRICULTURAL-BUSINESS CONFERENCE

Annual conference being inaugurated by Chamber to explore mutual problems of San Francisco business and neighboring agricultural interests and to strengthen urban-rural relations.

#### ● SAN FRANCISCO PORT LOSSES

Program for development of shipping being studied by Chamber following staff survey of serious losses in San Francisco shipping volume since 1930.

#### ● TRAFFIC IMPROVEMENTS

Chamber suggestions for downtown traffic improvements receiving the attention of San Francisco Police Department.

### YOUR CHAMBER WORKS FOR YOU

## New San Francisco Handcraft Industry



Left to right: John Stewart, executive of Bee Stewart Originals; G. L. Fox, manager, Industrial Department, San Francisco Chamber of Commerce; Zirby Strong; and Cy Washburn, secretary, Shrine Luncheon Club, shown at Bee Stewart plant, which recently began manufacturing the Shrine fez.

## N. A. M. D. Meeting

The National Association of Membership Directors will hold its annual meeting at the Fairmont Hotel, San Francisco, February 9-12 inclusive.

● The N.A.M.D. consists of chamber of commerce membership directors throughout the United States.

The group will be guests of the San Francisco Chamber at dinner on Tuesday, February 10.

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

D-6881—CAPEWELL MANUFACTURING CO., 624-26 Filbert St., Philadelphia, Pa., manufacturers of hand tube cutter seeking manufacturers' representative calling on the wholesale refrigeration, oil burner, and plumbing and automotive trades in the Bay Area.

D-6882—SPEED SELECTOR, INC., 118 Noble Ct., Cleveland 13, Ohio, manufacturers of a variable speed drive reorganizing distribution to accommodate expanded production, are seeking manufacturers' agent or power transmission jobber to handle product in San Francisco and vicinity.

D-6883—PLEASURE TRAVEL PRODUCTS CO., 325 Commonwealth Ave., Boston 15, Mass., manufacturers of plastic combination tooth brush/refillable dentifrice holder, is desirous of appointing distributor for Northern California and Pacific Northwest, Commission basis.



# Bay Region Business

PUBLISHED BY THE  
SAN FRANCISCO CHAMBER OF COMMERCE

## EMERGENCY SUPPLEMENT

# Power Shortage Critical!

An appeal to the public to conserve power in every possible way was made today by James B. Black, president of the Pacific Gas and Electric Company, who said the lack of rain and snowfall and the unseasonal irrigation pumping load have brought about an emergency in the state's power supply. Ways in which the public can cooperate in the curtailment are being announced by the company through newspaper advertisements and radio announcements. Mr. Black's statement follows:

● "Some time ago I called attention to the effect on the power supply of the deficiency in precipitation this winter and particularly in the amount of snow on the ground, which is relied upon to maintain stream flow in the late summer. I

stated that this deficiency, combined with the inability of manufacturers to deliver needed electric generating equipment on schedule, plus the rapid growth in demand, had created a very serious power problem for the next nine months.

● "We are just now receiving the first large turbo generating unit which was ordered when our construction program was initiated in 1945. It is expected that this unit of 100,000 horsepower will be installed and placed in operation in our new Kern plant near Bakersfield in April. Altogether 525,000 horsepower of new generating capacity will become available in Company plants in the next twelve months. In addition, during the same period, at least 200,000 horsepower will be placed in operation by the Bureau of Reclamation at the Shasta and Keswick plants of the Central Valley Project.

● "This very large addition to the generating capacity to be brought in during the next twelve months will total more

than twice the expected growth in power demand in this area. With the additions to our transmission and distribution system now under way it should give the area adequate power facilities at the end of the twelve months period.

● "Because of the record drought there is an abnormal irrigation pumping load in the agricultural areas. In Northern and Central California this unseasonable load now approximates 200,000 horsepower and comes at a time when under normal conditions our system load would be decreasing and we would be in a position to remove units of our various plants for annual overhaul and repair. The light rains of the last two days have provided no appreciable relief.

● "The situation in the valleys would, of course, be relieved by heavy rain. Until such relief comes we must ask our customers to curtail their use of electricity in every possible way. Our customers can be assured that we have done and will continue to do everything possible to meet the problems brought about by the record drought."

## CRUCIAL PERIOD IS 4 TO 8 P.M.

*Pacific Gas and Electric Company asks your help in saving electricity wherever possible. This is made necessary by the serious conditions created by the long continued drought.*

### If You Run a Commercial Establishment:

1. Turn off all window lights and electric signs.
2. Use no exterior or interior floodlighting.
3. Use electric power elsewhere only when necessary.

### If You Run a Factory:

1. Curtail power consumption wherever you can.
2. Avoid use of electricity between the hours of 4 and 8 p.m., the peak load hours, shifting operations to other hours wherever possible.
3. Check your factory and offices to eliminate all waste of electric power.

### If You Are at Home:

1. Light no unused rooms.
2. Use appliances for as short periods as possible.

### If You Are a Farmer:

1. Shut down your pumping plants wherever possible between 4 and 8 p.m., shifting your irrigation schedule to other hours of day or night.
2. Use electrically-powered equipment only when absolutely necessary.

## Protect Your Family and Your Business - Conserve Power!

**THIS EMERGENCY AFFECTS YOU!**



# Bay Region Business

PUBLISHED BY THE  
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, February 12, 1948

Number 7

## Langner Named To S. F. Chamber World Trade Staff

Appointment of Robert H. Langner to the staff of the World Trade Department of the San Francisco Chamber of Commerce was announced today by Chamber General Manager Louis B. Lundborg. ● Langner succeeds William B. Loomis, who resigned his position to re-enter sales engineering work. "Langner's excellent background in Chamber, Department of Commerce and consular fields will be of material assistance to us in our trade promotion activities," Lundborg said.

A graduate in Business Administration of the University of California, Langner served as assistant to the manager of the Foreign Trade Bureau of the Commerce and Industry Association of New York, Inc., where he assisted traders in all phases of the import-export business. He was also in charge of the organization's branch office for certification of shipping documents.

● After a year in New York, Langner received an appointment as Vice Consul from the State Department and, after brief training in Washington, D.C., was assigned to the U. S. Embassy in Buenos Aires, Argentina. Here he was in charge of reporting, intelligence and trade promotion. He also made trade surveys, reports on trade controls and participated in arbitration.

After termination of this assignment he returned to the U. S. where he was assigned as Commercial Agent in the San Francisco Regional Office of the Department of Commerce. Following this service he was affiliated with Arthur J. Fritz & Company of San Francisco until his appointment to the Chamber's staff.

## Chamber-District Merchants Luncheon Series Renewed

Discussion of district problems highlighted the Wednesday, February 11, luncheon meeting of Excelsior-Geneva Merchants Association, South-of-Army Merchants Association and San Francisco Chamber of Commerce.

● This was the first meeting of the 1948 district series.

## Visitation Valley Merchants Organize

Formation of a merchants association in Visitation Valley has been announced by Wally Giavia, newly-elected president of the group.

● Decision to organize such a group followed a recent meeting of interested merchants in the district, which was attended by Harold B. Mills, manager of the Public Affairs Department of the San Francisco Chamber of Commerce. Mills discussed the activities of the Chamber's merchant association, stressing the value of unified effort on mutual problems.

Newly-elected officers include: Dominic Catruvo, vice president; Lou Brown, treasurer; and Miss Anna Marsala, secretary.

## Mayor Lauds Brochure

Praise for the Chamber-produced brochure, "This Is San Francisco—Portrait of a City," came today from Mayor Elmer E. Robinson of San Francisco.

Termining the publication "a very fine piece of work and a splendid advertisement for the city," Mayor Robinson declared, "Even I, who see San Francisco daily in her various lights and moods, have received a new impression of the city through this booklet."

The luncheon was held at the Italian-American Club, 50 Russia Avenue at 12 noon.

Co-presiding at the meeting were Don Grant, president of the Excelsior-Geneva Merchants Association; Joseph V. Arata, president of the South-of-Army Merchants Association; and P. R. Mills, newly-elected president of the Chamber's Retail Merchants Association.

Vern Culver, Chamber director, discussed current Chamber activities and projects.

The Wednesday luncheon was another in the continuing series of district meetings developed by the Chamber to learn of and to help solve neighborhood problems.

## Foreign Government Lists Available

Complete, revised lists of foreign government representatives in San Francisco are available in the World Trade Department of the San Francisco Chamber of Commerce.

● The list includes consulate representatives, foreign commercial representatives and foreign chambers of commerce.

**Protect Your Family And Your Business — Save Electricity!**

## Headquarters for Buyers



*The newly-expanded Western Merchandise Mart, which last week served as headquarters for the Western Winter Market. Attendance this year broke all records, with more than 3,000 retail dealers and buyers from 22 states, Alaska, Hawaii and the Far East registering for the market. Seven markets were represented, including furniture, floor coverings, radio and appliances, gift and housewares, decorative textiles, linens and domestics, and toys and juvenile goods.*

## Record Winter Market



*Pictured above are part of the exhibits displayed by manufacturers during the Western Gift, Stationery, Jewelry, Toy and Housewares Show which ran concurrently with Western Winter Market last week. Displays were set up in both the Western Merchandise Mart and Civic Auditorium.*

**\$350,000,000**

## P. G. and E. Expansion Program Underway

Construction work is progressing on a dozen major projects and other developments in Pacific Gas and Electric Company's \$350,000,000 expansion program which will add approximately 1,000,000 horsepower to the company's generating capacity by the end of 1951, according to company President James B. Black.

● "It includes new powerhouses, increased natural gas facilities and enlargement and improvement of the electric transmission and distribution network serving Northern and Central California," said Black.

Major San Francisco projects in the construction program include: a \$23,700,000 project which will increase the capacity of the Hunters Point steam-electric generating plant to six times its present generating capacity (project will be placed in operation in the winter of 1948; a \$6,400,000 project to be built at Mission and Eighth Streets (including a new substation and two transmission circuits) which will augment the power supply of the San Francisco metropolitan area; and a \$3,000,000 project which will bring a new 24-inch gas transmission main into the city's Potrero gas plant from the dispatching and metering station at Milpitas. Completion of the new 24-inch line will give a three-circuit supply system to San Francisco and the peninsula cities.

## Budget Request Approved For Airport Equipment

A budget request for maintenance of a Fire Department at San Francisco Municipal Airport has been approved by the Public Utilities Commission, it was learned today by the San Francisco Chamber of Commerce.

● The budget request was submitted by B. M. Doolin, airport manager, and must now be approved by the Board of Supervisors.

The Commission's action was taken following a recent recommendation of the San Francisco Chamber, urging the installation of adequate fire and crash facilities.

Commenting on the Commission's action, George C. Tenney, chairman of the Chamber's Aviation Committee, said, "The recent fire which almost destroyed a Constellation at the city's airport emphasizes more than ever the need for adequate fire fighting equipment."

"The Public Utilities Commission is to be commended for its efforts to remedy this situation," Tenney said. "We strongly urge the Board of Supervisors to give the Commission its full support by approving the budget for additional fire fighting equipment."

# Your Chamber Works for You!



## The San Francisco News

(A Scripps-Howard Newspaper),

FRANK A. CLARVOE, Editor.....EARL D. BAKER, Business Manager  
JOSEPH L. CAUTHORN.....President

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### Save the Port

A comprehensive report, submitted today by three staff experts of the Chamber of Commerce, attempts to diagnose the sickness that affects San Francisco's once robust port and prescribe some remedies. The community was startled to learn recently that the port had slipped from third place in tonnage to fifth place among the major ports of the United States.

Among 11 contributing factors to this decline the report lists a number that are worldwide and, therefore, not susceptible of much improvement until world conditions improve. But some of the troubles are more vulnerable to the right amount of local therapy, and these remedies the report frankly points out.

For instance, the port never has been exploited by adequate amounts of advertising, promotion and solicitation. The most that has been accomplished to date is the appropriation of \$20,000 annually by the State Board of Harbor Commissioners for advertising. That has been supplemented by a very limited publicity program carried on by the Chamber of Commerce in Latin America. But these efforts fall far short of the need and of the expenditures and efforts of other United States ports in soliciting business.

Any of the major retail establishments of San Francisco spend annually many times \$20,000 for advertising. Manufacturing concerns likewise spend vast amounts for establishing their trade names and attracting buyers of their products. San Francisco's port potentially is one of the biggest businesses we have. To expect it to hold its own in the highly competitive field of shipping upon such a slim outlay for exploitation is silly. The Chamber of Commerce is starting a drive for funds by private subscription. We believe every business establishment in the city has a direct stake in building the harbor back to its former place of leadership.

Another handicap that can and should be overcome is the archaic multiplication of ownership and fixing of charges for services in the port. Coupled with this is conflict of regulatory authority which impedes clear-cut operation. These conditions exist in no other ports of the country and should not exist here. They can be eliminated by the right amount of co-operation among shippers, steamship companies, railroads and public authorities. The Chamber of Commerce has done well to point the way so clearly and should have strong support in the efforts it is making to break down these barriers.

The situation is so serious as to call for the united endeavor of the whole community. We cannot afford to let San Francisco's port fall behind at this critical juncture in the fight for world trade.

*This is another example of your Chamber's aggressive leadership in community affairs!*

## San Francisco Chronicle

THE CITY'S ONLY HOME-OWNED NEWSPAPER

GEORGE T. CAMERON, Publisher

Founded by M. H. de Young, Publisher 1865 to 1925

PAUL C. SMITH, Editor

### Port Gets a Candid Dressing-Down

The San Francisco Chamber of Commerce has delivered a straightforward challenge to all hands in the San Francisco shipping industry. It has dug into the reasons why San Francisco has slipped from third to fifth position among the Nation's ports; it has analyzed among the sons; it has put the blame where the judgment it belongs; it has spared the feelings of no group. For this frank analysis the Chamber merits the thanks of the livelihoods are dependent of those whose the functioning of the port. It now remains for those groups, in self-interest as well as the interest of the community, to put their composite house in order.

The Chamber acknowledges that certain factors in the deterioration of the status of the port are beyond local control—the war and the accompanying economic upheaval, and the emphasis upon Europe as the principal recipient of relief are chief among these.

But there are positive courses of action open to the local groups which will, if pursued, improve the condition of the port. These groups can:

Launch a more dynamic campaign to publicize the advantages of the port of San Francisco;

Keep labor relations peaceful and the port open and operating;

Eliminate the multiple charge setup in those phases of waterfront operations where it is in effect, Eastern and Gulf ports have no such setup.

None of these things can be accomplished easily. National publicity costs in San Francisco during the past 15 years knows something of the complexities of waterfront labor relations. And as to the system of multiple charges, the Chamber points out that this arises in large part from the "multiplicity of port ownerships and methods of doing business on the Pacific Coast." In San Francisco bay there are instances of State, municipal and private port landlordship, and under this complex setup uniformity is difficult in any aspect of port operations.

Nevertheless, it must be apparent that existing circumstances work to the detriment of all and should therefore be the vital concern of all sides. Obviously, some manner of joint consideration of the problems is called for. The groups themselves know better than we what technique would be most feasible, but it is imperative that the fact of joint responsibility, and the involvement of mutual welfare, be driven home. One thing seems certain: the group, looking back over the past 15 years, cannot hold its own course of action unless sound and calculated in the best interests of the community or even of itself.

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

**D-6884**—GEORGE A. COLEMAN CO., INC., 1209 Divisadero St., San Francisco 15, California, manufacturers of attachment caps, wall plates, receptacles, switches and other small wiring devices seeking distributor to cover Northern California area. Products of firm already established with the trade.

**D-6891**—D & N SALES COMPANY, Box 932, St. Joseph 1, Mo., manufacturers' agents offer coverage of Missouri and Kansas to local manufacturers on a commission basis.

**D-6893**—ENGINEERING INCORPORATED, 425 West Walnut, Milwaukee 12, Wisconsin, seeking manufacturer's agent to handle their line of metal products used in light and heavy industries, on an exclusive franchise basis. Knowledge of engineering and special tooling helpful.

**D-6894**—CARSON MACHINE & SUPPLY COMPANY, 200 S.E. 29th, Oklahoma City 9, Okla., looking for a manufacturer's agent for their line of jeep bodies, jeep half cabs, etc., sold principally to Willys Overland distributors and their dealers.

**D-6895**—ROBERT C. BOLTON AND ASSOCIATES, 122 Weymouth St., Holbrook, Mass., manufacturer's representatives offer coverage of New England territory, now calling on wholesalers in the electrical appliance and hardware field.

**D-6896**—ALLIED FACTORS, 744 Harrison St., San Francisco 7, Calif., manufacturer's representatives now covering the Western States desire to contact manufacturers seeking additional representation.

**D-6897**—ARTHUR & WALTER COMPANY, 500 South Grand Ave., Los Angeles 15, California, manufacturer's representative interested in contacting agents for a line of sunglasses manufactured by the Rochester Optical Manufacturing Company, Rochester, New York, suitable for stationery, drug, department and sporting goods stores.

**D-6898**—PAVINOLEUM, INC., 342 Madison Ave., New York 17, New York, desires salesmen to offer their floorpans to paint, hardware, and department stores; plumbing and lumber companies.

**D-6899**—STEDCO PRODUCTS, Kingston, Pa., manufacturers of radiators and heating units, seeking distributor for their line in the San Francisco area.

**D-6900**—ROCKY MOUNTAIN DISTRIBUTING COMPANY, 5 North Tejon Street, Colorado Springs, Colorado, wholesale distributors offer coverage to local manufacturers seeking representation in that area.

**D-6901**—CONSOLIDATED ENTERPRISES, 312-213 Radio Central Bldg., Spokane 8, Washington, direct sales agency seeking San Francisco manufacturers interested in having distribution in that area. Now calling on hardware, department and grocery stores.

## Shipping Film Is Available for Showings

The first all-inclusive sound and color film about America's merchant ships has recently been produced and is available free of charge for showings in schools, civic organizations, labor unions and industry groups.

● **Titled "America Sails the Seas,"** the film has been shown to nearly a million people throughout the nation.

The 32-minute, 16 millimeter motion picture required nearly two years to produce and was filmed in many foreign countries and throughout the nation. Prints of the film are being made part of the War Department's general orientation course for the next three years.

Showings may be arranged through Albert W. Gatov, executive director, Pacific American Steamship Association, 405 Montgomery Street, San Francisco.

## Record Geneva Steel Production

New production records were set in the month of January by Geneva Steel Company, Utah subsidiary of U. S. Steel, according to Dr. Walter Mathesius, president.

● **The Geneva plant produced 107,949 net tons of steel ingots and castings.** The previous record was in December, 1947, when 102,260 net tons of ingots and castings were produced.

**In January 56,059 net tons of finished steel plates were manufactured.** This compares with the previous high of 53,919 net tons of finished steel plates in December, 1947.

Published weekly at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Leonard B. Gross, Editor, Telephone EXbrook 2-4511. (Subscription, One Dollar a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

## Scholarships For Farm Youth Groups

Sweepstakes scholarships totaling \$8,000 have been posted for Future Farmers of America and 4-H Club contestants in the 1948 Grand National Junior Livestock Exposition to be held at the Cow Palace March 20-25, according to an announcement by Porter Sesnon, chairman of the Junior Show Committee.

● **The fund,** to be divided into six scholarships good at any college or university in the United States, is being donated by the Standard Oil Company of California. The awards will be in recognition of the work being done by Future Farmer and 4-H Club members toward strengthening and improving the western livestock industry.

Scholarships will be awarded on the following point system: record of accomplishment in the supervised farming program, 30 points; scholastic record, 30 points; leadership, 15 points; personality, 5 points; winnings at Grand National Junior Livestock Exposition, 5 points.

## Businessmen's Art Show

Business and professional men who paint in their spare time will have a chance to let the public see their work this month when the Old Grotto, Washington Street restaurant, puts on a showing of their work.

● **The show will open February 22.** Only two qualifications are necessary to enter the show:

1. You must be an established business or professional man; and
2. You must not have sold any of your art work for cash.

To submit artwork, write or telephone the Old Grotto, 543 Washington Street, Douglas 2-7364.







# *Bay Region Business*

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SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, February 19, 1948

Number 8

**This Is  
What We Did  
in  
1947...**

**ANNUAL REPORT ISSUE**



**CARL J. EASTMAN**  
1947 President

## Message from the President . . .

*The following pages will give you a quick glimpse of the many and varied activities of the San Francisco Chamber of Commerce during 1947.*

*We think you will agree with us that it was a successful year.*

*It was a pleasure and a privilege for me to be the president of your Chamber of Commerce in 1947—and it was an education for me in the vastly ramified activities of the organization. To the board of directors, the volunteer committees and professional staff who worked with me during the year I want to express my heartfelt thanks for a job well done.*

*I am sure that the Chamber under the capable guidance of W. P. Fuller Brauner in 1948 will have an even more progressive and successful year.*

## Major Projects

### • WORLD TRADE CENTER

This was really a tough one. Our Legislative and World Trade Departments worked with leaders of the World Trade Center Corporation and the San Francisco legislative delegation to win the battle in the State legislature to establish a World Trade Center Authority. This marked the culmination of four years of Chamber effort on this subject, starting with our organization of the World Trade Center Corporation in 1944.

### • VISIT TO HAWAII

In 1947, we strengthened our cultural, social and economic relations with the Hawaiian Islands. Some twenty-five San Francisco business leaders flew to the Islands for a two-week visit, discussing and helping to solve many mutual problems. During the trip, the San Francisco Chamber reaffirmed its previous position of support for Hawaiian statehood.

### • HOUSING REQUIREMENTS

The Research Department plunged headlong into the many facets of the housing shortage and came up with a comprehensive, detailed survey listing the housing needs for San Francisco and the Bay Area for the next five years. This was another stiff assignment, but one that was sorely needed. The Chamber survey has since been used as a guide to housing requirements by Bay Area housing agencies and contractors. Salient points in the survey were presented by the Chamber before a congressional sub-committee investigating the housing shortage.

### • STEEL

Transportation Department activity in support of Western steel users resulted in continuation of reduced rates on steel from the Geneva steel plant in Utah and the Pacific Coast. Reduced freight rates on scrap steel from the Pacific Coast to the Chicago area were also successfully opposed.

### • FOREIGN TRADE ZONE

Another first for San Francisco . . . and you can chalk up another long term activity for your Chamber of Commerce. Federal approval of a Foreign Trade Zone makes San Francisco the first Pacific Coast port thus designated and this port is the third in the nation (New York, New Orleans) to have such a zone. This project was handled by the Chamber's World Trade Department and our Washington office working closely with the Board of State Harbor Commissioners.

### • TRAFFIC

No one has to tell a San Franciscan that traffic is a major headache in our city. During 1947, the Chamber's Traffic and Highway committee took follow-through action on a six-point traffic program recommended by the Chamber in 1946. We were happy to see the Chamber's recommendations embodying such matters as improved traffic signals, parking regulation enforcement, more one-way streets, and rebuilding of Market Street tracks included in the City's \$7-million dollar bond issues. Needless to say, the Chamber was one of the community leaders in the campaign to secure passage of the progress bonds.

### • SECOND BAY CROSSING

And still another controversial subject! . . . This one was handled by a special Second Bay Crossing Committee, aided by the Chamber's Industrial Department. We prepared the complete data used by the City and County of San Francisco to show the need for another crossing. Later, the Chamber took a vigorous stand in support of a southern crossing. This was a major project of 1947 and will remain in that position on the Chamber's list until the second crossing becomes a reality.

### • DISTRICT ACTIVITY

Continuing the active role of closer liaison with San Francisco's outlying business districts, the Chamber's Retail Merchants Association conducted numerous luncheon meetings with business leaders in each district. In this way, the Chamber learned of many district problems and helped to solve them. As the year closed, the Chamber inaugurated a district Christmas decorations program designed to add holiday color to each of the neighborhoods.

# Extra-Ordinary Assignments

The "million and one" jobs a  
Chamber of Commerce must do!



## ● PARIS FASHION TRIP

One of the high spots of the year . . . a project of which San Francisco's apparel industry may well be proud. The Chamber's president and the Domestic Trade Department joined with the Manufacturers and Wholesalers Association of San Francisco in the preparation and successful conclusion of this project.

## ● URBAN REDEVELOPMENT

Detailed urban redevelopment plans for factory purposes were prepared by the Industrial Department.

## ● INDUSTRIAL DEVELOPMENT

Industrial expansion for 1947 broke all previous Bay Area records. This new record was due in no small measure to the energetic activities of the Chamber's Industrial Development Committee. Of particular interest in denoting the Western trend was the announcement by the Ford Motor Company, through the San Francisco Chamber, that eight bay area firms had signed 32 contracts to manufacture automobile parts.

## ● "PORTRAIT OF A CITY"

As the year ended, distribution began on a new, three-color descriptive brochure about San Francisco produced by the Chamber's Publicity Department. The brochure will be distributed to prospective Bay Region businesses and industries throughout the nation and the world.

## ● STATE HIGHWAYS

Stalemate of California's highway program in the State Legislature ended when representatives of the San Francisco Chamber of Commerce and other civic groups took the lead in pressing Senate and Assembly leaders for decisive action.

## ● CENTRAL VALLEY PROJECT

After holding extensive hearings on the controversial 160-acre limitation clause in the Central Valley Project, our Agricultural Committee followed by our Board of Directors went on record in favor of elimination of this clause.

## ● LEGISLATION

Establishment of an interim committee on waste disposal . . . a bill to provide greater fire safety in buildings . . . a bill extending financial responsibility for drivers of motor vehicles . . . these were some of the measures urged by the Chamber and passed by the State Legislature.

## ● AVIATION ROUTE ANALYSIS

This activity of the Aviation Department fulfilled a long need for definitely established policies covering Chamber relations with the Civil Aeronautics Board and procedures on requests for new air line routes where community interest is concerned.

## ● TAX CALENDAR

Here again the Research Department served the membership by setting up a tax calendar for city, state and federal taxes.

## ● FEDERAL AGENCIES

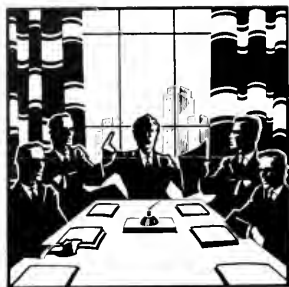
Another one by the Research Department . . . a comprehensive directory of federal agencies maintaining offices in San Francisco.

## ● CITY BUILDING CODE

Suggestions concerning the new San Francisco building code, recommended by the Chamber, were adopted by the city administration.

## ● SCHOOL OF WORLD BUSINESS

Two years of preliminary work by the Chamber were completed with the establishment of a School of World Business in the San Francisco State College to train executives in all phases of international commercial work.



# Routine Assignments

## ● MARINE CORPS DEPOT

The Naval Affairs Committee and the Sites and Building Section took an active part in urging the retention of the Marine Corps Depot in the present Islais Creek area.

## ● UTAH CENTENNIAL

Here's another of the varied activities of the year . . . The Chamber's Domestic Trade Committee with the cooperation of civic promotional agencies throughout the Bay Area prepared an exhibit for the Utah Centennial.

## ● SPECIAL INDUSTRIAL BROCHURES

Here's another technical service of your Chamber . . . Special brochures on Apparel City, the Bay Area Electronics Industry, and other subjects giving complete background and technical data were prepared by the Industrial Department in 1947.

## ● INFORMATION SERVICES

We call this one routine, but sometimes we're not so sure . . . judge for yourself . . . In 1947, the Chamber's World Trade Department serviced over 16,000 requests for information . . . over 12,000 buyers seeking supply sources were aided by the Domestic Trade Department . . . the Transportation Department rendered over 8,000 individual services, while the Research Information Department handled over 75,000 requests for information about San Francisco during the year . . . Routine?

## ● AVIATION DIRECTORIES

Directories and brochures on aviation facilities in Northern California and a directory of technical facilities at West Coast airports were prepared. The Chamber published a weekly aviation news letter presenting up-to-the-minute information on aviation industry developments.

## ● BUSINESS ACTIVITY REPORTS

Monthly reports on business activity, retail and wholesale sales, the yearly economic survey, market studies and living cost trends . . . all these are important routine operations of your Chamber Research Department.

## ● FREIGHT RATE STUDIES

Twenty-two freight rate studies by the Transportation Department were supplied to the Industrial Department for new industry uses.

## ● INTERNATIONAL TRADE

The Chamber's World Trade Department sponsored active participation in the hearings on the International Trade Organization. The Department also issued a semi-monthly International Bulletin and a semi-monthly Latin-American news letter.

## ● PUBLIC AFFAIRS

Close liaison with the City Hall and Board of Supervisors on community matters . . . establishment of a fire safety committee . . . monthly civic luncheons . . . these too, are assignments of your Chamber.

## ● GOOD NEIGHBOR VISITS

On the premise that people like to do business with their friends, the Chamber's Domestic Trade Committee during the past year visited Honolulu, Salinas, Denver, Salt Lake City, Provo, Boise and Stockton. The same committee also works with Market-Week sponsoring groups to promote the semi-annual events.

## ● INDUSTRIAL CLEARING HOUSE

The Chamber's Industrial Department has earned a reputation as a clearing house for information on zoning laws, safety regulations, construction limitations . . . add to that the coordination of building space requirements . . . participation in steel freight rate hearings . . . action on waste disposal problems . . . Bay Region water resource studies . . . co-sponsorship of a Non-Metallic Minerals Conference . . . and you'll see why we smile when we refer to all this as "routine."

## ● RETAIL MERCHANTS DAYS

Following the example set by the San Francisco Chamber in 1947, chambers of commerce and civic organizations through the United States have adopted the idea of "Retail Merchants Days," designed to acquaint the public with current retailing developments and problems and the importance of retailing to the national economy.

# These are the men who did the job!

## 1947 Board of Directors

CARL J. EASTMAN, *President*

W. P. F. Brawner . . . . . *1st Vice President*

George G. Montgomery . . . . . *2nd Vice President*

George C. Tenney . . . . . *3rd Vice President*

Louis B. Lundborg . . . . . *General Manager*

R. D. Brigham . . . . . *Treasurer*

Matthew C. Carberry . . . . . *Assistant Treasurer*

Marie A. Hogan . . . . . *Secretary*

L. Harold Anderson  
R. J. Barbieri  
S. Belither  
Chris J. Christensen  
Lew Cook  
Vern A. Culver  
Robert Di Giorgio  
John W. Elwood  
Milton H. Esberg, Jr.

Edward T. Haas  
Seeley V. Hall  
Leland M. Kaiser  
Daniel E. Koshland  
Clifton H. Kroll  
Lewis A. Lapham  
Carl Livingston  
Andrew J. Lynch

Julius Marx  
Henry E. North  
Claude E. Peterson  
John T. Pigott  
Frank K. Runyan  
Richard Spier  
Benjamin H. Swig  
Ward G. Walkup

## through these Committees

### AGRICULTURAL COMMITTEE

Robert Di Giorgio, *Chairman*  
N. M. Parsons, *Vice-Chairman*

### COMMITTEE ON APPEALS

Harry L. Evans, *Chairman*  
S. M. Haslett, *Vice-Chairman*

### ARBITRATION COMMITTEE

Ian Armstrong, *Chairman*  
Edward Bransten, *Vice-Chairman*

### AVIATION COMMITTEE

George C. Tenney, *Chairman*

### CARRIERS TRAFFIC COMMITTEE

Claude E. Peterson, *Chairman*

### DOMESTIC TRADE COMMITTEE

Vern A. Culver, *Chairman*  
Ronald E. Kaehler, *Vice-Chairman*

### EXECUTIVE COMMITTEE

Carl J. Eastman, *Chairman*

### FINANCE COMMITTEE

Richard D. Brigham, *Chairman*

### FIRE SAFETY COMMITTEE

Carl Livingston, *Chairman*  
Thomas Larke, Jr., *Vice-Chairman*

### FOREIGN TRADE ASSOCIATION

Fred B. Galbreath, *President*  
W. B. Gribble, *1st Vice President*  
W. J. Gilstrap, *2nd Vice President*  
G. A. Gumbrecht, *3rd Vice President*  
J. S. Curran, *Treasurer*

### FOREIGN TRADE ZONE COMMITTEE

G. A. Gumbrecht, *Chairman*

# *These, too, did the job!*

## **1947 Committees**

### **INDUSTRIAL DEVELOPMENT COMMITTEE**

W. P. F. Brawner, *Chairman*

### **APPAREL AND TEXTILES SECTION**

Daniel E. Koshland, *Chairman*

### **CHEMICAL INDUSTRIES SECTION**

George L. Parkhurst, *Chairman*

### **ELECTRONICS SECTION**

George C. Tenney, *Chairman*

### **SITES AND BUILDINGS SECTION**

J. F. Barrett, *Chairman*

### **SPECIAL PROJECTS SECTION**

Edward Rambo Browne, *Chairman*

### **INSURANCE COMMITTEE**

Andrew J. Lynch, *Chairman*

### **MANUFACTURERS COMMITTEE**

T. A. Leddy, *Chairman*

### **MERCHANT MARINE AND HARBOR COMMITTEE**

Hugh Gallagher, *Chairman*

### **MINING COMMITTEE**

Bert C. Austin, *Chairman*

Jack How, *Vice-Chairman*

### **MUNICIPAL AFFAIRS COMMITTEE**

Lloyd E. Graybiel, *Chairman*

Arthur J. Younger, *Vice-Chairman*

### **NAVAL AFFAIRS COMMITTEE**

Chalmers Graham, *Chairman*

Thomas Coakley, *Vice-Chairman*

### **SECOND BAY CROSSING COMMITTEE**

Belford Brown, *Chairman*

### **SHIPPERS TRAFFIC COMMITTEE**

Julius Marx, *Chairman*

### **TAX COMMITTEE**

Leland M. Kaiser, *Chairman*

### **TRAFFIC AND HIGHWAY COMMITTEE**

Henry E. North, *Chairman*

E. L. Turkington, *Vice-Chairman*

### **WORLD TRADE EXECUTIVE COMMITTEE**

Clifton H. Kroll, *Chairman*

F. E. Brookman, *Vice-Chairman*

### **EUROPEAN AFFAIRS SECTION**

P. A. Kinnoch, *Chairman*

F. Ehrenfeld, *Vice-Chairman*

### **IMPORTERS SECTION**

R. C. Robinson, *Chairman*

F. E. Brookman, *Vice-Chairman*

### **INTER-AMERICAN AFFAIRS SECTION**

Brayton Wilbur, *Chairman*

Richard D. Quinlan, *Vice-Chairman*

### **MARITIME AFFAIRS SECTION**

Victor B. Smith, *Chairman*

W. B. Gribble, *Vice-Chairman*

### **PACIFIC AREA AFFAIRS SECTION**

H. A. Magnuson, *Chairman*

O. C. Hansen, *Vice-Chairman*

### **TRADE PROMOTION SECTION**

William F. Minehan, *Chairman*

# *And this is the professional staff that worked with committees*



## **Administration**

Louis B. Lundborg, *General Manager*  
C. P. Tanner, *Assistant General Manager*  
Marie A. Hogan, *Secretary*

## **Agriculture and Legislation**

Alexander von Hafften, *Manager*

## **Aviation**

Kenneth R. MacDonald, *Manager*

## **Domestic Trade**

Carroll A. Snyder, *Manager*  
John L. Myers, *Assistant Manager*

## **Industry**

G. Lewis Fox, *Manager*  
Lewis M. Holland, *Industrial Engineer*  
Ballard White, Jr., *Market Analyst*

## **Membership**

John Ek, *Manager*

## **Public Affairs**

Harold B. Mills, *Manager*

## **Publicity**

Will Williams, Jr., *Manager*  
Leonard B. Gross, *Assistant Manager*  
Betty Lou Kern, *Publicity Editor*

## **Research**

Ralph B. Koeber, *Manager*

## **Retail**

D. P. Street, *Managing Director*

## **Transportation**

Walter A. Rohde, *Manager*  
Thomas Champion, *Assistant Manager*

## **Washington Office**

Frank McKee, *Manager*

## **World Trade**

Alvin C. Eichholz, *Manager*  
William B. Loomis, *Assistant Manager*

## **Controller**

Virgil E. Reames

*Figures aren't much fun to read, but  
just to keep the record straight . . .*

## **This Was Our Financial Picture for 1947**

### *Treasurer's Report . . .*

Income for 12 months, including the Special Trade and Industrial Promotion Fund, was \$479,462.68. This is a \$36,694.60 increase over 1946.

Total expenditures from regular and special funds for 12 months were \$478,418.47, or approximately \$55,617.52 more than in 1946.

Cash receipts for the year amounted to \$647,103.11 and disbursements for a like period were \$633,338.43 or an improvement of \$13,764.68 in our cash position for the year.

R. D. BRIGHAM, *Treasurer*  
San Francisco Chamber of Commerce







# Bay Region Business

PUBLISHED BY THE  
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, February 26, 1948

Number 9

## Area Leaders to Discuss Transit Authority

### Agricultural - Business Meeting



*Chairman John E. Pickett addresses the recent Agricultural-Business Conference sponsored by the San Francisco Chamber of Commerce. Seventy business and farm leaders participated in the meeting, Northern and Central California's first such conference of the two groups.*

The first step in possible Bay Area unified action on area-wide transit problems will be taken today at a meeting of civic leaders from nine Bay counties in the San Francisco city hall, it was announced today by the San Francisco Chamber of Commerce.

● **Supervisor Marvin E. Lewis** will be chairman of the meeting which is being sponsored by the San Francisco Board of Supervisors. It will convene in the Board's chambers at 2:30 p.m.

The meeting was first suggested by Lewis after a study of the recent Joint-Army Navy Board report on a second crossing revealed that a Bay Area transit authority was the root to the solution of the entire area transit problem.

Sixty Bay Area mayors, the board of supervisors and planning commissions from nine bay counties as well as the State attorney general have been invited to attend the meeting.

● **Mayor Elmer E. Robinson** will welcome the group.

**Charles De Leuw**, nationally known planning consultant currently employed by the city, will speak on "How Other Areas Have Used Transit Authorities."

Supervisor Lewis will discuss the need for regional unity in meeting the problem.

### POWER SHORTAGE

The power shortage is still acute. The Pacific Gas and Electric Company strongly urges every citizen in Northern California to conserve electricity wherever possible.

Protect your family and your business—save electricity!

### Chamber Services on Increase . . .

Over 24,000 requests from buyers throughout the U. S. were handled by the Domestic Trade Department of the San Francisco Chamber of Commerce in 1946 and 1947.

● This is an increase of 102 per cent over the 1944-45 period.

The Chamber's Research Department handled a total of 148,150 requests for general information about the city during 1946-47, an increase of 51 per cent over the number handled in 1944-45. In 1947 alone, 80,520 requests were handled, compared to 67,930 in 1946 and 49,170 in 1945.

Over 16,000 individual services were rendered by the Transportation Department during 1946-47.

During 1947 the Chamber's World Trade Department rendered nearly 30,000 services, of which over 16,000 were requests from all over the world for importing and exporting sources. This was almost a 15 per cent increase over requests serviced during 1946.

## Chamber-Merchants Get Together



Left to right: Vern Culver, director of the San Francisco Chamber of Commerce; Joseph V. Arata, president, South-of-Army Merchants Assn.; P. R. Mills, president of the Chamber's Retail Merchants Association; and Don Grant, president of the Excelsior-Geneva Merchants Association. Occasion was the first meeting in the 1948 series of Chamber-district merchants luncheon meetings.

## Textile Testing Facilities Being Established Here

As a means of measuring and determining the effects of sunlight, laundering, dry cleaning and abrasion on all types of fabrics, the Pittsburgh Testing Laboratory has installed a Testing Department at its San Francisco plant, according to G. L. Fox, manager, Industrial Department, San Francisco Chamber of Commerce.

● In the department, supervised by Dr. Ellen B. McGowan, microscopic and chemical examinations are made to determine the kind of fibre of which the fabric is woven, number of threads per inch, and amount of filler or sizing and other characteristics.

Said Fox, "These facilities were established to fill a growing need for the testing services required by textile manufacturers, converters, buyers, sellers and users in the West Coast area which is expanding so rapidly along this line."

"Through these tests buyers can be assured of the quality of merchandise and sellers can offer their goods with unbiased proof of their specifications."

## Eureka Merchants Officers Installed

Installation of newly-elected officers of the Eureka District Merchants Association highlighted the Wednesday, February 18, luncheon meeting of the San Francisco Chamber of Commerce and the Eureka merchants group.

● The luncheon was held at Paradel's Italian Restaurant, 420 Castro Street.

Louis B. Lundborg, Chamber general manager, installed the following new officers: president, Vern Byram; vice president, James Maher; secretary, Marion Hansen; and treasurer, Ben Sechin. In the absence of Byram, Chamber President W. P. Fuller Brawner acted as president pro tem and accepted the gavel from Lundborg.

Paul Mills, president of the Chamber's Retail Merchants Association, presided at the meeting.

As guest speaker, Brawner discussed the activities of the Chamber's Merchants Association and the value of unified effort on mutual problems. This was followed by an open discussion on current Eureka District problems.

## Thirty Calves To Be Awarded Young Farmers Of S. F. Show

Sixty Future Farmer and 4-H Club members will compete for 30 calves during the Grand National Junior Livestock Exposition at San Francisco's Cow Palace, March 20-25, it was announced today by the San Francisco Chamber of Commerce.

● Under a program sponsored by the Chamber, Junior Chamber and No. 1-A District Agricultural Association, 30 San Francisco business firms will purchase the calves for donation to the winners, who will in turn raise the calves for showing and sale at the 1949 Junior Exposition.

Half of the original purchase price of \$100 will be returned by each calf winner to be placed in a trust fund for the purchase of calves for future winners.

Losers in the competition will receive consolation prizes.

## Aid on District Parking Given by S. F. Chamber

San Francisco Chamber of Commerce help on district parking problems brought thanks today from the West Portal and Lakeside Village Merchants Associations.

● A proposal to replace diagonal parking with parallel parking on Ocean and West Portal Avenues was the subject of recent hearings held by the Police Committee of the Board of Supervisors. The Committee decided to maintain diagonal parking on Ocean Avenue and to postpone action on the West Portal decision for 30 days.

In letters to Harold B. Mills, manager of the Chamber's Public Affairs Department, and D. P. Street, managing director of the Chamber's Retail Merchants' Association, Sidney Seid, president of the Lakeside group, said, "Had you been unable to cooperate with us and if parallel parking had replaced our present system of diagonal parking, the effects of such a change would be beyond comprehension."

John E. Sullivan, president of the West Portal group, stated, "Your fine and active cooperation is most welcome and heartening."



# The San Francisco News

(A Scripps-Howard Newspaper)  
EARL D. BAKER, Business Manager  
FRANK A. CLARVOE, Editor  
JOSEPH L. CAUTHORN, President

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THURSDAY, FEBRUARY 19, 1948

## San Francisco C. of C. Stands for Inspection

By Alex Streloff  
The News Industrial Reporter

San Francisco's energetic Chamber of Commerce stood for inspection today, reporting on what it did in 1947 under the presidency of Carl J. Eastman and with the aid of a professional staff led by Gen. Mgr Louis B. Lundborg.

Reflecting the chamber's financial capacity, R. D. Brigham, treasurer for the chamber, revealed that income for the 12 months, including the special trade and industrial promotion fund was \$479,462, a \$38,695 increase over 1946.

Total expenditures from regular and special funds amounted to \$478,418, about \$55,618 more than 1946. Mr. Brigham reported.

Cash receipts amounted to \$647,103, against disbursements of \$633,358.

The chamber's major projects included its important contribution to the successful fight for a World Trade Center Authority.

### FOREIGN TRADE ZONE

The campaign which led to Federal approval of a Foreign Trade Zone was strongly influenced by the chamber's world trade department and the chamber's working closely with the Board of State Commissioners.

"Transportation department action," the report declares, "in support of Western steel users resulted in continuation of reduced rates on steel from the Pacific steel plant in Utah and the Pacific steel plant in the Chicago area were also successfully opposed."

The research department completed a survey of housing needs for San Francisco and the Bay Area for the next five years. This survey is being used as a guide by housing agencies and contractors and was presented by the chamber before a congressional subcommittee investigating the housing shortage.

### PROGRESS BONDS BACKED

The San Francisco chamber's recommendations on traffic were included in the city's \$1-million-dollar bond issues. Passage of the progress bonds was backed by the group.

On the matter of a second Bay crossing, the report reveals that it was the local chamber which prepared the complete data used by the City and County of San Francisco to show the need for another crossing. A "vigorous stand" in support of the southern crossing was taken by the San Francisco group.

A good will trip to Hawaii by a group of San Francisco business leaders was organized by the chamber.

ber to discuss and help solve mutual problems.

The "extraordinary assignments" performed by the San Francisco Chamber of Commerce during 1947 included the energetic activities of the chamber's industrial development committee, which contributed to an industrial expansion which broke all previous Bay Area records.

The establishment of a School of World Business at San Francisco State College was the culmination of two years of work by the chamber.

Building code recommendations of the group were adopted by the city administration.

Legislation urged by the State Legislature and passed by the chamber and passed by the State Legislature included laws dealing with a committee on waste disposal, fire safety, and financial responsibility of drivers of motor vehicles.



## Chamber Progress Report Wins Approval!

THE CALL-BULLETIN  
THURSDAY, FEBRUARY 19, 1948

### World Trade Main C. of C. Aim in '47

A successful drive for legislation to establish a World Trade Authority and a comprehensive survey of housing needs today were listed in an annual report as principal 1947 accomplishments of the San Francisco Chamber of Commerce.

Establishment of the trade authority culminated four years of effort. Carl J. Eastman was president last year and has been succeeded by W. P. Fuller Brainerd. Louis B. Lundborg is general manager.

Other 1947 projects included steel, foreign trade zone, second bay crossing, a Paris fashion trip and industrial development. Income for the 12 months amounted to \$479,462, an increase of \$38,694, according to R. D. Brigham, treasurer.

## January Industrial Expansion . . .

—By the Chamber's Industrial Department

Industrial development in the Bay Region totaled \$6,500,700 during the month of January according to tabulations of the Chamber's Industrial Department. Twenty-three of the 51 projects are expansions of existing plants to cost \$4,588,000, while 23 new ventures are represented to aggregate \$1,912,700 in outlays.

● Total developments in northern California during the month include 25 plant expansions to cost \$8,638,000 and 32 new plants to cost \$2,362,700.

San Francisco accounted for 9 of the plant expansions estimated to cost \$2,905,000 and provide 261 new jobs and 7 of the new plants expected to require \$347,000 in capital outlays and provide 80 jobs. Total January 1948 developments in San Francisco representing 16 projects to cost \$3,252,000 and provide 341 jobs exceeded the January 1947 tabulations which recorded 16 projects costing \$1,701,000 and creating 330 new jobs.

Some of the important Bay Region developments for the month are:

- American Thread Company, Apparel City, San Francisco, started construction of 40,000 square foot plant to cost \$250,000. Plant is scheduled to be completed July 1.
- Best Foods, Inc., San Francisco, expanding facilities at Mariposa & Bryant Streets and NE 18th & Florida. Expansion to cost \$1,250,000.
- L. E. Niles Company, 101 Williams Avenue, San Francisco, is operating new \$100,000 plant at this address manufacturing adjustable stock bins for wide distribution to the automobile trade. Company also manufactures high grade store fixtures and complete domestic kitchens.
- Butler Manufacturing Company, of Kansas City leased 12½ acre site with 165,000 square feet of buildings at Richmond Shipyard No. 2 for branch steel building fabricating plant. New plant represents over \$250,000 in outlays and will provide 125 jobs to start.
- Pacific Paint and Varnish Company, 4th & Cedar Streets, Berkeley, starting construction on addition to paint factory to cost approximately \$400,000.
- California Packing Corporation, San Jose, will erect \$200,000 addition to plant at 801 Auzerais Avenue.
- Blake, Moffitt and Towne, Oakland, is expanding paper processing plant at cost of approximately \$400,000.
- Monadnock Mills, 901 E. 14th Street, San Leandro, preparing plans for a new 100x180 ft. plant to manufacture fasteners.

## Chamber Trade Trip to Hawaii Slated for April 15 Sailing

The second Good Neighbor visit to the Hawaiian Islands by the San Francisco Chamber of Commerce will sail from San Francisco on the newly reconditioned S.S. Lurline, Thursday, April 15, it was revealed today by Vern A. Culver, chairman of the Chamber's Domestic Trade

### NOTES from the Chamber's WASHINGTON OFFICE

#### ● TIDELAND HEARINGS

A joint House and Senate subcommittee hearing is in progress in Washington this week on several pending tideland bills. It is expected that they will run at least two weeks.

Governors and Attorney Generals of many states are testifying in favor of the enactment of legislation granting title in the submerged coastal lands to the states. Governor Earl Warren heads the California group, with Assistant City Attorney Dion Holm appearing on behalf of San Francisco.

The San Francisco Chamber of Commerce reaffirmed its position on February 5, 1948, to have the title to these lands vested in the states.

On June 23, 1947, the United States Supreme Court ruled that the federal government had paramount rights in and power over the submerged lands. In this case the United States government did not assert its claims to inland water areas—such as ports, harbors, bays, rivers and lakes. However, it is the opinion of attorneys that unless legislation is enacted vesting title to the submerged lands in the states, there is a strong precedent established for the federal government to successfully assert such a claim to inland water areas in the future. San Francisco is vitally concerned with the proposed legislation.

Published weekly at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Leonard B. Gross, Editor. Telephone: EXbrook 2-4511. (Subscription, One Dollar a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

Committee which is sponsoring the visit.

● In extending an invitation to Chamber members to join the delegation, Culver said, "This trip is a follow-up of the Chamber's trade trip by air last year, and we expect it to be fully as fruitful in strengthening trade relations between the two areas as last year's trip."

The Honolulu Chamber, in keeping with their usual hospitality, is arranging a program of conferences and events of interest to everyone making the trip. Sufficient time will be allotted from meetings between the two groups to allow members of the trade delegation to make individual business calls.

The official stay in Honolulu will be eight days. While the majority of the group making the trip likely will return by air on April 29, return dates are optional with each passenger, according to Culver.

Pointing out the benefits to San Francisco business of such a trip, Culver declared, "Hawaiian trade is important to San Francisco and we hope Chamber members will participate in this effort to further it."

Interested members should contact Carroll Snyder, manager of the Chamber's Domestic Trade Department, EXbrook 2-4511.

#### Licensing Hearing

The Washington Office of the San Francisco Chamber of Commerce reports that the Senate Interstate and Foreign Commerce Committee will hold a public hearing Monday, March 1 to discuss repeal of recent export licensing procedures established by the Office of International Trade.

Interested parties are requested to submit statements to the Interstate and Foreign Commerce Committee, Senate Office Building, Washington, D. C.



# Bay Region Business

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Volume 5

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Number 10

## Bay Area's Imports Gain During 1947; Exports Drop Slightly

San Francisco-Oakland imports during 1947 were 42.8 per cent of total Pacific Coast imports, showing a 2.3 per cent gain over 1946, it was revealed today by the World Trade Department of the San Francisco Chamber of Commerce.

● The Chamber's survey was based on statistics for December 1947 just released by the U. S. Department of Commerce.

Local exports were 37.1 per cent of the Pacific Coast total, showing a 6.6 per cent decrease from 1946.

December exports through the San Francisco-Oakland Customs District were 36.9 per cent of the Pacific Coast total, showing a decrease of 18.9 per cent from December 1946.

● December imports gained 2.3 per cent over December 1946, making a 42.8 per cent share of total Pacific Coast imports.

While total Pacific Coast foreign trade showed a larger volume of the national total in 1947 than in 1946, the December figures do not hold to this trend. Total Pacific Coast exports rose from 7 per cent of the U. S. total in 1946 to 7.4 per cent last year, and imports were up 2 per cent over 5.3 per cent share in 1946.

In December, however, the Pacific Coast share of total U. S. exports decreased 2 per cent compared to December 1946, and imports were down about 1 per cent.

## Daylight Saving Urged

To conserve electric power during the present shortage, the San Francisco Chamber of Commerce has gone on record supporting the establishment of Daylight Saving Time for the period of the present emergency.

● The Chamber action was taken at its Board of Directors' meeting following consultation with the Chamber's Agricultural Committee.

## Harriman to Sign S. F. Foreign Trade Zone Charter March 10

Official signing of the charter granting San Francisco its Foreign Trade Zone by Secretary of Commerce W. Averell Harriman will take place in Washington, March 10, it was learned this week by the Washington Office of the San Francisco Chamber of Commerce.

## Marina Merchants Discuss Transit Problem

Recent action of the Public Utilities Commission in withdrawing the "D" carline from service after 7:00 p.m. and on Sundays and holidays was discussed at the meeting of the San Francisco Chamber of Commerce and Upper Marina Merchants Association yesterday.

● A resolution asking for re-instatement of the service has been sent to the Commission over the signatures of the Marina Home Owners Protective Association; Upper Marina Merchants Association; Marina Merchants Association, Marina Boosters; Marina Lions Club; and the Marina Post of the American Legion.

Chamber President W. P. Fuller Brawner addressed the luncheon meeting. Harold C. Wurts, president of the Upper Marina Merchants Association, and P. R. Mills, president of the Chamber's Retail Merchants Association, acted as co-chairmen.

## Revision of State Constitution Studied

Possible revision of the State Constitution was studied at a meeting of the Joint Interim Committee on Constitutional Revision of the California Legislature and its Advisory Committee in Santa Barbara last week.

● A recommendation was made by the Interim Committee that the revision be made through a process of amendments, which would be submitted to California voters by 1950 on a ¾ vote of the House and Senate. The Advisory Committee voted to reject the recommendation and re-refer it to that group for further study.

The San Francisco Chamber of Commerce was represented at the meeting by Harold B. Mills, manager of its Public Affairs Department.

● Taking part in this ceremony will be Congressman Richard J. Welch; Congressman Franck R. Havenner; Thomas Coakley, president, Board of State Harbor Commissioners; Mark H. Gates, secretary of the State Harbor Board; Congressman Emanuel Celler of New York, sponsor of the Foreign Trade Zone Act in the 73rd Congress.

Alexander von Hafften, manager of the Chamber's Washington Office, will also participate in the ceremony.

The Chamber has been an active leader in the campaign for a Foreign Trade Zone since 1936, shortly after passage of the Foreign Trade Zone Act, and has worked closely with Congressmen and the Board of State Harbor Commissioners on the project.

## "Keep Flight Training In Vet Program"—NAA

Retention of flight training under the G. I. education program was sought this week by the San Francisco Bay Area Chapter of the National Aeronautics Association.

● The chapter's action was the result of a proposal introduced in Congress to eliminate flight training from the education benefits embodied in Public Law No. 346 for veterans of World War II.

In telegrams sent to Edith Nourse Rogers, chairman of the Congressional Veteran's Affairs Committee and to California Congressmen, the NAA chapter urged retention of this law without change.

It was pointed out that flight training would contribute to a strong, healthy aviation industry and would help to build up a reservoir of pilots sufficient to meet any national defense demand.

# General Business Activity

**Thumb Nail Sketch: by the Research Department**

## ● TREND

San Francisco and Bay Area business trends in January were mixed—that is, some were up and some down—compared to the same month last year. Bay Area bank debits were up 9.6 per cent; freight car movements were off 17.2 per cent; waterborne commerce arrivals 15.9 per cent fewer and departures 7.9 per cent; department store retail sales were up 6 per cent and apparel sales 11 per cent.

Bay Area employment was better than last year with 8 per cent fewer continued unemployment claims at the end of January and 32 per cent fewer Veteran continued-claims. Initial claims, however, were up 2 per cent. Continued Claims for week ending January 29 numbering 25,739 accounted for 17 per cent of the State total. A year ago they totaled 28,119 and were 16 per cent of the State total, according to the State Department of Employment.

San Francisco business activity during January reached a new January high of 233.9 measured by our Index and was 4.5 per cent above January last year.

## ● CONSTRUCTION - REAL ESTATE

Building permits issued in San Francisco during January totaled 848 and amounted to \$4,547,910, topping last year by 20 per cent in number and 52 per cent in amount. New residential construction accounted for 289 permits valued at \$2,999,760 and provided for 359 dwelling units, of which 234 were single-family dwelling units. New non-residential permits were identical to a year ago, numbering 25 but value was up 102 per cent, amounting to \$741,075. Additions, alterations and repairs amounting to 534 permits valued at \$807,075 of which 221 were for residential improvements amounting to \$236,043 and the balance for non-residential improvements. Projects reported during the month in excess of \$100,000 included one church at \$110,000, alterations of an office building \$150,000, and an industrial plant \$300,000.

Real estate transactions in San Francisco continued strong during January with 1,615 sales amounting to \$18,666,631 or an increase of 6.5 per cent in number and 5.2 per cent in amount above last year. San Francisco mortgages and deeds of trust totaling 1,622 and amounting to \$18,835,139 dropped below January last year by 1.9 per cent in number and 14.1 per cent in amount.

San Francisco accounted for 16 projects costing \$3,252,000 which will provide 341 jobs.

## ● INDUSTRIAL DEVELOPMENT

Bay Area industrial expansions, reported by the Chamber's Industrial Department for January included 51 projects with total outlays of \$6,500,700. Twenty-three were expansions of established concerns, costing \$1,588,00, and 28 were new ventures with outlays of \$1,912,000.

San Francisco accounted for 16 projects costing \$3,252,000 which will provide 341 jobs.

## ● OTHER DEVELOPMENTS

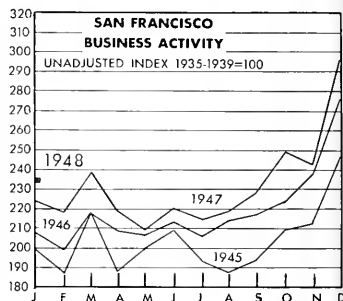
Financial transactions, as measured by bank debits in San Francisco, were up 10 per cent; postal receipts 9.5 per cent; and market value of shares traded on the San Francisco Stock Exchange 2 per cent although the number was off 10 per cent. Electrical energy sales for January were up 3.6 per cent but sales of industrial and commercial gas were off 4 per cent. The net gain in January water consumers was 7.7 per cent above a year ago. Inquiries from tourists and settlers increased 1.5 per cent; Bay Bridge vehicle crossings 3.1 per cent; and Golden Gate Bridge vehicle crossings 14.9 per cent. Total livestock slaughter was off 6.7 per cent but slaughter of calves was up 26.5 per cent. Living costs for December—the latest available—were 5.3 per cent above December last year, with food costs up 7 per cent.

San Francisco Airport traffic was up 61.0 per cent in number of planes and 3.9 per cent in passengers with air express poundage loaded, up 95.5 per cent above January 1947.

## ● LABOR SUPPLY AND DEMAND

"Current labor supply and demand in the industrial field, largely because of increased activity in shipbuilding, is for well-qualified marine machinists and electricians. Sheet-metal workers, bricklayers, and auto mechanics are also needed," according to the San Francisco offices of the State Department of Employment, which also reported—

"A study made in January revealed that one of



every six individuals contacting the Industrial Office for work has recently arrived in the Bay Area (since July 1, 1947). Of the in-migrants, 60 per cent were semi-skilled or unskilled and 27 per cent were service workers. Increasing selectivity on the part of employers in regard to residence, experience and age often precludes placement of these workers in the present labor market."

## ● TRADE

January department store sales in San Francisco were up 3 per cent compared to a year ago, according to the Federal Reserve Bank of San Francisco. San Francisco-Oakland Metropolitan sales were up 6 per cent; Northern California 7 per cent while sales in Southern California were up only 3 per cent. The entire State showed an increase of 4 per cent and the Twelfth Federal

(Continued on page 4, column 3)

## PERCENTAGE DISTRIBUTION BY OCCUPATIONAL CLASSIFICATION OF APPLICANTS

(Results of study referred to above)

Occupation	Men		Women	
	Resident	In-migrant*	Resident	In-migrant*
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Prof. and Managerial	4.0	5.0	3.2	3.4
Clerical and Sales	18.6	19.4	42.5	50.0
Service	15.2	15.3	25.7	28.0
Skilled	12.6	8.6	1.7	0.4
Semi-skilled	12.1	11.7	6.7	5.1
Unskilled	33.5	40.0	20.2	13.1

\* Bay Area since July 1, 1947

Manufacturing, agriculture and construction seem to offer only small openings—but there is not much change anticipated in California in early spring months. (See table below.)

## FORECASTS OF CIVILIAN EMPLOYMENT IN CALIFORNIA BY INDUSTRY DIVISION

Submitted to the Governor of California by State Agencies

Industry Division	1948			
	January	February	March	April
Agriculture, Forestry and Fishing	360	345	330	355
Mining	38	38	38	38
Construction	190	190	195	200
Manufacturing	730	725	730	735
Transportation, Communications and Utilities	300	300	300	300
Trade	895	885	895	895
Service, including Finance	730	730	735	735
Government	405	400	395	390
<b>Total Employment</b>	<b>3,648</b>	<b>3,613</b>	<b>3,618</b>	<b>3,648</b>

# Survey of Business Conditions in San Francisco

## January, 1948

BRANCH OF ACTIVITY	JANUARY 1948	JANUARY 1947	PER CENT CHANGE
<b>GENERAL BUSINESS ACTIVITY</b>			
S. F. C. of C. Index 1935-39 Avg.=100.....	233.9*	223.5*	4.5
<b>CONSTRUCTION PERMITS</b>			
Total.....(number)	848	656	29.3
Residential, New.....(value)	4,547,910	2,994,730	51.9
Dwelling Units.....(number)	289	173	67.1
Single Family Dwellings, New.....(value)	2,999,760	1,410,580	112.7
Non-Residential, New.....(number)	234	203	76.8
Additions, Alterations and Repairs.....(value)	2,036,460	1,076,930	97.0
.....(number)	25	25	0.0
.....(value)	741,075	367,634	101.6
.....(number)	534	438	16.6
.....(value)	807,075	1,216,516	-33.7
<b>REAL ESTATE</b>			
Sales.....(number)	1,613	1,517	6.5
.....(value)	18,606,651	17,694,209	5.2
Mortgages and Deeds of Trust.....(number)	1,622	1,653	-1.9
.....(amount)	13,835,130	16,103,305	-14.1
<b>RETAIL DEPARTMENT STORE SALES</b>			
San Francisco.....(index)	209	208	0.5
<b>FINANCE</b>			
Bank Debits.....(\$000)	2,253,277	2,046,906	10.1
Bank Clearings.....(\$000)	1,853,506	1,628,719	13.8
Postal Receipts.....(\$)	1,485,974	1,355,506	9.5
San Francisco Stock Exchange.....(no. shares traded)	786,359	875,997	-10.2
.....(market value)	14,206,796	13,928,350	2.0
<b>COMMERCIAL FAILURES</b>			
Liabilities.....(\$)	3	1	....
Assets.....(\$)	75,000	16,574	....
.....(\$)	14,999	4,947	....
<b>EMPLOYMENT &amp; PAYROLLS—Bay Area (S Co's.) (a)</b>			
Employment.....(index)	140.4	1,445	-2.8
Payrolls.....(index)	276.0	252.9	9.1
<b>NON-MFG. INDUSTRIES—(S Co's.) (a)</b>			
Laundrying, Cleaning, Dyeing.....(payroll)	(d)	174.3	....
Wholesale Trade.....(payroll)	(d)	194.4	....
Retail Trade.....(payroll)	(d)	202.0	....
Hotels.....(payroll)	(d)	237.4	....
<b>PLACEMENTS IN SAN FRANCISCO—C.S.E.S. (a)</b>			
Industrial Placements.....(total)	3,530	3,815	-7.5
Commercial Placements.....(number)	2,491	3,026	-17.7
.....(number)	1,039	789	31.7
<b>TRANSPORTATION</b>			
Freight Car Movements.....(number)	17,912	24,068	-15.6
San Francisco Airport Traffic.....(no. planes)	6,526	4,052	61.1
Express Shipments—Rail.....(number)	53,332	53,270	3.9
Air Mail Loaded.....(number)	231,394	298,264	-22.4
Air Express Loaded.....(pounds)	17,612	16,609	6.0
Air Freight Loaded.....(pounds)	406,525	457,221	8.6
.....(pounds)	408,136	208,720	95.5
.....(pounds)	235,309	* ....	....
<b>WORLD TRADE</b>			
Vessel Arrivals with Cargo.....(number)	282	327	-13.8
.....(net registered tons)	1,314,653	1,497,916	-12.2
Vessel Departures with Cargo.....(number)	305	331	-7.9
.....(net registered tons)	1,471,001	1,439,181	2.2
Exports—Value.....(millions of dollars)	50.1(e)	56.2(f)	-46.4
Imports—Value.....(millions of dollars)	21.4(e)	22.2(f)	-5.3
<b>UTILITIES</b>			
Electric Energy Sales Index.....(k.w.hrs.)	253	225	3.6
Industrial and Commercial Gas Sales.....(cu.ft.)	1,187,527,200	1,236,346,700	-4.0
Water Consumers.....(net gain)	281	261	7.7
<b>NEW DEVELOPMENTS</b>			
Tourist and Settler Inquiries.....(number)	408	402	1.5
Bay Bridge Vehicle Crossings.....(number)	2,070,178	2,007,373	3.1
Golden Gate Bridge Vehicle Crossings.....(number)	589,589	513,110	14.9
<b>DAIRY RECEIPTS, FRUITS &amp; VEGETABLES</b>			
Butter.....(pounds)	1,477,077	1,291,708	14.4
Cheese.....(pounds)	1,678,841	1,511,205	28.0
Eggs.....(cases)	98,841	99,449	-0.6
Poultry, Dressed.....(pounds)	1,434,950	2,172,658	-34.0
Fruits and Vegetables.....(carlots)		1,581	....
<b>LIVESTOCK SLAUGHTER (b)</b>			
Cattle.....(total number)	170,415	182,661	-6.7
Calves.....(number)	41,848	41,793	0.1
Sheep and Lambs.....(number)	13,417	10,609	26.5
Hogs.....(number)	72,407	76,442	-5.3
.....(number)	42,743	53,817	-20.6
<b>S. F. LIVING COSTS 1935-39 Avg.=100</b>			
Food.....(index)	215.7(e)	204.6(f)	5.4
Apparel.....(index)	181.5(e)	169.6(f)	7.0
Rent.....(index)	112.2(e)	106.7(f)	5.2
Fuel, Electricity and Ice (c).....(index)	82.7(e)	82.5(f)	0.2
Gas and Electricity.....(index)	72.7(e)	72.7(f)	0.0
Other Fuel and Ice.....(index)	118.2(e)	116.4(f)	1.5
House Furnishing Goods.....(index)	161.3(e)	149.0(f)	8.3
Miscellaneous.....(index)	152.8(e)	146.4(f)	4.4
All Items.....(index)	168.9(e)	160.4(f)	5.3

\* Business Activity Index Series (1921 thru 1947) revised slightly to allow for changes in newly revised Fed. Reserve Bank index of Dept. Store sales in San Francisco.

(a) These data are based on reports submitted to the Division of Labor Statistics and Research, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(e) December 1947—latest available.

(f) December 1946.

(d) Not available in time for survey.

Acknowledgement is hereby made to Thomas Magee & Sons, Dun & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

## Food Acceptance Laboratory Established

To aid food processors or manufacturers in making studies and analyses of product acceptability, the Stanford Research Institute has established a Food Acceptance Laboratory which measures consumer preference and acceptability of food, according to a recent announcement by the Institute.

● **Accurate reactions and evaluations** of food and beverages are obtained through a taste test panel which has been screened and subjected to a series of blind triangular differential taste tests to determine taste sensitivity.

Preference tests are set up according to what each sponsor wants to know, usually based on odor, color, flavor, texture and over-all appearance. All foods to be tested are coded so that in no instances do the tasters know whose food they are testing or why.

At the completion of each project, reports complete with laboratory procedure and statistical analyses are forwarded to the sponsor.

Food processors with food acceptance interests or problems are invited to visit the laboratory at the Stanford Research Institute, located at Stanford Village on Middlefield Road in Palo Alto, or to write to Prescott Lloyd, Stanford Research Institute, Palo Alto, California.

## Lundborg To Address Rotary Club Members

Louis B. Lundborg, general manager, San Francisco Chamber of Commerce will address the Rotary Club at its meeting at the Palace Hotel, Tuesday, March 9.

● "San Francisco's Destiny" will be the subject of Lundborg's talk.

## District Awards . . .

Awards for the best Christmas-decorated business district in San Francisco will be presented at 8:00 p.m. Monday, March 8, at West Portal School Auditorium.

● **Chamber President W. P. Fuller Brayer** will make the presentations to representatives from the various districts.

**Winners are:** West Portal District, 1st prize; Mission Street, 2nd prize; and Irving Street District, 3rd prize, with special mention award going to the Portola District.

## Steel Fabricating Plant Established in Richmond

Establishment of a Richmond branch plant of the Butler Manufacturing Company to offer the West fabricated steel products was announced today through the Industrial Department of the San Francisco Chamber of Commerce.

● **The firm**, whose home office is in Kansas City, is located in 12½ acres leased from Santa Fe Land Improvement Company. The new plant will represent an investment of almost a half million dollars in building and equipment.

**Initial production, slated to begin in March, will include fabricated industrial buildings of steel and aluminum and warehouse buildings.**

Commenting on the company's production plans, Paul M. Shoemaker, Richmond Division Manager of the company, said, "Production of other sizes and types of buildings and other steel products will be started and maintained according to demand and to our progress in obtaining plant equipment and materials."

## Eastern Industrialist Purchases S. F. Firm

Reflecting the increasing interest of eastern industrialists in San Francisco Bay Region industrial opportunities, Richard F. Bellack has acquired the Butte Electric & Manufacturing Corporation of San Francisco, according to Forrest Tancer, Manager, Industrial Department of Sutro & Co., who negotiated the transaction.

● **Bellack** was formerly Executive Vice President of the Fox River Paper Corporation of Appleton, Wisconsin, one of the largest manufacturers of writing paper in the country.

**The Butte Electric & Manufacturing Corporation** was established in 1905 and is engaged in the manufacture of burglar alarm systems for financial institutions, traffic recorders for highways in various parts of the United States, electrical and mechanical equipment for bridges, traffic gates, controllers, fire alarms and other electrical apparatus.

Substantial expansion of the Butte company's operations in San Francisco is planned by the new management.

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

● **D-6902**—JAMES M. FERGUSON, 328 Broadway, Denver 9, Colo., manufacturers' representative offers coverage of Mountain States. Experience and contacts in the following lines: mill and mine apparatus; electrical, automotive, and construction machinery; heating, roofing, household appliances; radio and textiles.

● **D-6903**—ALF RO GRILL CO., 4630 York Blvd., Los Angeles 41, Calif., seeking distributors in the San Francisco area to handle their foundation vent grill used in residential type construction.

● **D-6904**—GROSSE POINTE MOTORS, INC., 14501 E. Jefferson Ave., Detroit 15, Mich., interested in automotive accessory items for distribution and sale in the State of Michigan. Firm now covering automotive dealers.

● **D-6905**—HOBBS MANUFACTURING COMPANY, Worcester 5, Mass., seeking distributor or dealer in San Francisco area to handle their table paper cutter suitable for engineering offices, manufacturing plants; drafting and blueprint rooms, schools, offices. Offer 25% discount or commission.

● **D-6906**—ERNEST W. LONG, 1034 Fulton Ave., San Antonio, Texas, manufacturers' representative offers coverage of Central and South Texas to San Francisco manufacturers.

● **D-6907**—D. F. GERSTENBERGER, E. 808 Rockwood Blvd., Spokane, Wash., desires to represent San Francisco manufacturers in the Pacific Northwest. Executive experience in oil refining and marketing. Sales preference for tools, machine shops supplies, hardware, pumps and similar lines. References offered.

● **D-6908**—HENRY W. PEA BODY, 1917 South Sunnyridge Road, Dayton 5, Ohio, manufacturers' agent offers coverage of Dayton area to local manufacturers wishing representation in an important industrial territory.

## Thumb Nail Sketch . . .

Reserve District 6 per cent. Final reports on the independent retail stores sales trend for the year 1947 compared to 1946, based on reports from firms cooperating with the Bureau of Census show sales in San Francisco were up 7 per cent; Alameda 14 per cent; Berkeley 15 per cent; Oakland 11 per cent; Richmond 8 per cent; San Jose 11 per cent; and Vallejo 10 per cent.

Due to the fact that the sample is only from firms cooperating, it sometimes is not representative enough to portray the actual trend. The sample survey for San Francisco for 1947 shows the food group sales were up 6 per cent; general merchandise 4 per cent; furniture and house furnishings 22 per cent; lumber and building materials 31 per cent; automotive group 46 per cent, and drug stores 8 per cent. Sales of eating and drinking places were reported off 6 per cent and apparel group off 1 per cent, although men's, boys' and family clothing stores sales were up 2 per cent. Jewelry sales were off 12 per cent, florists 8 per cent, and liquor stores (packaged goods) 14 per cent.

Wholesale trade on the Pacific Coast for the 12 months of 1947, according to the latest sample survey of the Bureau of the Census, was 15 per cent above 1946. Automotive group sales were up 4 per cent; shoes and footwear 26 per cent; dry goods 15 per cent; electrical group 58 per cent; furniture and household furnishings 27 per cent; groceries 6 per cent; meats and meat products 45 per cent; general hardware 16 per cent, and lumber and building materials 44 per cent. Tobacco products sales were identical to 1946 but clothing and furnishings sales were off 12 per cent, and jewelry 11 per cent.





# Bay Region Business

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Number 11

## Sign Trade Zone Charter; Funds OK'd



SAN FRANCISCO FOREIGN TRADE ZONE



SAN FRANCISCO FOREIGN TRADE ZONE—  
AN AID TO THE WORLD TRADER

Opening of San Francisco's Foreign Trade Zone moved a step closer this week with signing of its charter by Secretary of Commerce W. Averell Harriman in Washington, D. C., yesterday.

• At the same time, the Ways and Means Committee of the State Assembly approved the authorization of \$178,000 from current revenues in the Harbor Department Budget for operation of the Zone. The sum of \$50,000 for port advertising and promotion was included in the state budget which is under consideration by the special session of the Legislature.

Harold B. Mills, manager of the Public Affairs Department of the San Francisco Chamber of Commerce, and General Robert H. Wylie, manager of the Port of San Francisco, appeared before the Committee last week to testify on behalf of the proposed appropriation.

Commenting on the establishment of the Zone, W. P. Fuller Brawner, Chamber president, said:

"The importance of the Foreign Trade Zone to the development of the port, the City of San Francisco and the Bay Area cannot be over-emphasized.

"The granting of the charter is further recognition of San Francisco's leadership as a world port," he said.

"Together with our World Trade Center, the Zone will focus world attention on San Francisco and serve to foster an expansion of two-way world trade. The World Trade Center is designed primarily for exports, while the Foreign Trade Zone is primarily concerned with imports."

Brawner said that Chamber action in support of the Zone will continue. "The project was originally initiated by the Chamber in 1936," he stated. "We have worked for establishment of the Zone since that date and now that the project has become a reality, we will cooperate very closely with State and Federal officials in its successful operation."

*Above is artist's conception of Pier 45, where San Francisco's Foreign Trade Zone will be located.*

## Chamber Plans Trade Trip To Philippines . . .

Plans for a trade trip to the Philippine Islands by a delegation from the San Francisco Chamber of Commerce have been announced by Chamber President W. P. Fuller Brawner.

• The trip is tentatively scheduled for early summer.

At the same time, Brawner announced that the Chamber had invited the Philippine Government to send a delegation to San Francisco's World Trade Week celebrations May 17-22. The invitation has been presented to Judge Roberto Regala, local Philippine Consul General, who is in the Islands at present on official business.

In making the announcement, Brawner said, "There is a great

community of interest between San Francisco and the Philippines. There are many opportunities for trade between the two regions which have been undeveloped.

"The Chamber is convinced that a visit by San Francisco businessmen can help to develop these trade potentialities, and can do much to strengthen relations between the Bay Area and the Philippines."

## Seek Clarification of 'Overtime-on-Overtime'

Enactment of Federal legislation to clarify the "overtime on overtime" question is being asked by the San Francisco Chamber of Commerce. The Chamber has communicated with California Representatives in Congress favoring their support of such legislation.

• Action on this subject was authorized by the Board of Directors of the Chamber on recom-

*(Continued on page 4, column 2)*

## Kenneth MacDonald To Direct Chamber Agriculture Activities

Appointment of Kenneth R. MacDonald, aviation manager of the San Francisco Chamber of Commerce, as manager of the Chamber's Agricultural Department, was announced today by General Manager Louis B. Lundborg.

• **MacDonald** succeeds Alexander von Hafften, who was recently appointed manager of the Chamber's Washington Office.

He also remains in charge of the Chamber's Aviation Department, where he has directed the organization's activities since formation of the department 3½ years ago.

MacDonald also served as coordinator of the Chamber's first annual Agricultural-Business Conference recently.

• **Commenting on the appointment**, Lundborg said, "MacDonald has had extensive experience in the coordination work which is an important part of the Chamber's program of furthering close relations between San Francisco business and California agricultural interests."

Originally a Detroit newspaperman, MacDonald served for seven years in the post of Director of Public Relations for the Michigan Unemployment Compensation Commission. Immediately prior to joining the Chamber he spent a year and a half in committee coordination work with the Aircraft War Production Council, Inc., in Los Angeles.

MacDonald is president of the San Francisco Bay Area Chapter of the National Aeronautic Association; secretary-treasurer of the Bay Area Aviation Committee; secretary of the Western Aviation Conference; and co-secretary of the California Aviation Conference.

## Lundborg To Attend Western States Meeting

Louis B. Lundborg, general manager of the San Francisco Chamber of Commerce, leaves Sunday for Long Beach, California, where he will preside at the annual meeting of the Western States Council, March 15-16.

• **Lundborg** is president of the Council.

The Council is an organization formed by chambers of commerce in the 11 western states to deal with problems affecting the economic development of the West.

On the meeting agenda are: action on an Alaskan development program; discussion of a program for forest management; and possible collaboration in a western chemurgy program.

New officers and directors will also be elected.

# S. F. Chamber Executive On Speaking Tour In East & South

C. P. Tanner, assistant general manager of the San Francisco Chamber of Commerce left Monday, March 8 on a speaking tour of the East and South.

• **Tanner** has been invited to speak before groups in Atlanta and Athens, Georgia, and Washington, D. C., in connection with the Chamber's agricultural relations program.

## Scripts Sought for Portola Festival Pageant

Plans for a pageant honoring Gaspar de Portola, discoverer of San Francisco, were revealed recently with the announcement by Cyril Magnin, chairman of the Portola Festival Committee, of a contest for the best pageant script.

• **The contest**, which is open to both professional and amateur writers, closes April 30. Entrants can obtain contest rules from the Portola Festival Committee, 870 Market Street.

A variety of athletic events have also been arranged in connection with the Festival, according to Magnin. An inter-sectional football game will be played between the University of San Francisco and Oklahoma A. and M. Also scheduled are national hard court tennis championships, boxing bouts, international polo, golf, skeet shoots, badminton and other sports activities.

Other committees include: Women's, Art, Music, Religious Celebrations, Civic and Improvement Clubs, Fund Raising, Historical, Schools, Veterans, Fraternal Organizations, Parades, Labor, Youth International, Armed Forces, Deco-ations and Illumination, and Carnival committees.

## Red Cross Asking S. F. For \$1,059,000

A goal of \$1,059,000 has been set for San Francisco's share in the national Red Cross 1948 drive for funds, according to Sheldon G. Cooper, local campaign chairman.

• **Cooper** called for the wholehearted support of the public to enable the Red Cross to carry out its responsibilities.

"We look to Red Cross at all times to serve us during any national disaster," declared Cooper. "We ask that organization to carry on its work daily in military and veterans hospitals."

"Now the Red Cross comes to us to obtain funds essential to its continued operation. Every San Franciscan may well feel proud to add his share to one of humanity's strongest forces by contributing this month to Red Cross."

Tanner organized the Chamber's Agricultural Department in 1941. The Chamber program has since received nationwide attention.

On March 10, he addressed the Farmers' Club of the Atlanta Chamber of Commerce. Today he will participate in the Farm Conference sponsored by the College of Agriculture of the University of Georgia at Athens. As principal conference speaker, he will discuss "Urban-Rural Relations."

In Washington, D. C., Tanner will be guest of honor at a luncheon meeting of government officials arranged by Dr. Raymond W. Miller, president of the American Institute of Cooperation.

## Parke, Davis & Co. Expanding S. F. Facilities

Expansion of the San Francisco facilities of Parke, Davis & Company was announced today through the San Francisco Chamber of Commerce.

• **G. C. Tasker**, manager of the firm's San Francisco branch, reported the organization will move to a new building at 130 Ninth Street.

The company, whose home office and laboratories are in Detroit, produces pharmaceuticals, biologicals and surgical dressings.

Tasker said that a 10-year lease had been signed on the building which will give the firm 40 per cent more space than its previous location. Approximately \$275,000 has been invested in new equipment and additional stock.

About 25 per cent more jobs will be created as a result of this expansion, according to Tasker.

The local office's trading area includes northern California, western Nevada, and Hawaii.

# BASEBALL SEASON IS HERE!

*And so are the*  
**PITTSBURGH PIRATES**  
*and*  
**SAN FRANCISCO SEALS**

*Hear*  
**CHARLES H. GRAHAM**  
*President, San Francisco Seals*

**BILLY MEYERS**  
*Manager, Pittsburgh Pirates*

**BOB RICE**  
*Secretary, Pittsburgh Pirates*

*Together with members of both teams and other colorful baseball figures*

**ERNIE SMITH, Master of Ceremonies**

*At Luncheon in the  
 Commercial Club  
 March 24, 1948*

**SPONSORED BY:**  
**SAN FRANCISCO CHAMBER OF COMMERCE**  
**SAN FRANCISCO COMMERCIAL CLUB**

**SAN FRANCISCO COMMERCIAL CLUB**  
 333 Pine Street, San Francisco 4, California

Please reserve.....place(s) for me at \$2.00 each  
 at luncheon honoring the San Francisco Seals and the Pittsburgh  
 Pirates on Wednesday, March 24, 1948, in the San Francisco Commer-  
 cial Club, at 12 noon.

*(Kindly enclose self-addressed envelope for forwarding tickets.)  
 (Telephone reservations accepted.)*

Name.....

Firm.....

Address.....

CHECK  
 ENCLOSED

\$.....

*\*At Luncheon in*

**The San Francisco  
 Commercial Club**

Price \$2.00 per plate  
 (\$1.94 plus 6c tax)

*\*Tables are not reserved, but tickets must  
 be purchased in advance. Chamber mem-  
 bers will be taken care of to the limit of  
 capacity, but it will be to your advan-  
 tage to make reservations early before  
 ticket sales are opened to the general  
 public.*

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details, contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

**D-6911—GENERAL MARINE COMPANY.** Sixth and Oak Sts., St. Joseph 25, Mo., wishes to contact firms who might handle their line of fishing and speed boats. They also offer a line of gasoline driven lawn mowers.

**D-6912 BETTS-JAMESON CO.,** 2454 Irving St., Denver 11, Colorado, manufacturers representing coverage of Colorado area to San Francisco manufacturers desirous of additional sales representation.

**D-6913 DICKERSON MANUFACTURING COMPANY,** 820 So. Campbell St., Springfield, Mo., manufacturers of cooking equipment, seeking manufacturers' representative to cover this area calling on hotel and restaurant supply houses.

**D-6914 THE VIZERAK CO., INC.,** 170 North 79th St., Milwaukee 15, Wisc., seeking salesman to handle their line of auto safety devices including non-glare rear view mirror, map and personal article holder. Would call on auto dealers, service stations, accessory stores and garages.

**D-6915 N. A. YOUNG CO.,** 16th and Junction Ave., P. O. Box 217, Racine, Wisc., manufacturers and distributors of shipping room supplies seeking distributor in San Francisco to handle their line of carton stitthers and imprinting equipment.

**D-6916 ROCKY MOUNTAIN TEXTILE MILLS, INC.,** Denver 16, Colorado, seeking selling agent on commission basis to handle their line of wool, angora, cashmere and specialty fiber yarns for machine knitting and hand knitting trade on West Coast.

## Retention of Present Canal Tolls Sought

Retention of present Panama Canal tolls for laden vessels was asked today by the San Francisco Chamber of Commerce.

• The Chamber's action followed a proposal by the Appropriations Committee of the House of Representatives for an increase from 90 cents per ton to the one dollar per ton maximum permitted by law.

Commenting on the proposed measure, the Chamber's Carriers Traffic Committee pointed out that all government vessels are passed through the Canal toll-free, leaving commercial shipping to absorb the entire burden of construction and maintenance cost of the Canal.

"An increase in tolls might have the effect of further crippling shipping in the intercoastal and other trades and cause a reduction in San Francisco port tonnage," the Committee maintained.

The Chamber's Merchant Marine and Harbor Committee pointed out that the Panama Canal is as much a national defense asset as an aid to navigation.

"In spite of this," the Committee declared, "the Governor of the Panama Canal Zone insists on including the cumulative interest in the construction cost and all operating costs in the rate base. This places a greater burden on commercial shipping than is warranted."

## French, Dundon Elected To S.F. Chamber Board

Election of James E. French, Jr., vice president of J. E. French Company, and Gerald A. Dundon, vice president and general manager, Pope & Talbot, Inc., Steamship Division, to fill vacancies on the Board of Directors of the San Francisco Chamber of Commerce was announced today by Chamber President W. P. Fuller Brawner.

## Overtime . . .

(Continued from Page 1)

dation of the Manufacturers Committee.

The phrase "overtime on overtime" is used to describe additional overtime pay above and beyond currently accepted overtime rates.

Almost all employees and employees are affected by the program which results from recent interpretations of the Fair Labor Standards Act (Wage and Hour Law) concerning rates of pay for overtime work.

• Ordinarily the rate of pay for overtime work is considered to be one and a half times the regular rate. Under a recent court decision and the new interpretation, in cases where more than 40 hours a week have been worked, the amount of total payment due would be the amount already paid plus an allowance for the hours worked in excess of 40 multiplied by one-half the average hourly earnings.

Many contracts between employers and employees provide that "the time and one half rate will be paid for all hours over eight in each day and for Saturdays, Sundays and Holidays." For example, assuming a straight hourly rate of \$1.00, if a man had worked, under this contract, nine hours on each of five days, Monday through Friday, he would have been paid at the rate of \$1.00 an hour for 40 hours plus five hours overtime, making total pay for that period of \$47.50.

Under the new formula, he would receive an additional \$2.62, figured on the following basis:

According to the practice of paying \$47.50 for 45 hours, the average hourly rate would have been \$1.055. Under the new "overtime on overtime" formula, the man would receive that rate for his original 40 hours or \$42.22. For the additional five hours he would be paid at the rate of \$1.58 (1½ times \$1.055) or \$7.90. Adding this to the \$42.22 gives \$50.12 or \$2.62 more than \$47.50.

It should be pointed out that the interpretation of the "overtime on overtime" question by the court provides a formula applicable not only for the future, but also retroactively for the past two years.

As a result, thousands of employers and hundreds of thousands of employees are faced with problems even more far reaching than those which arose in connection with the "Portal to Portal" controversy.

The situation can be entirely clarified by appropriate Federal legislation such as incorporated

## NOTES from the Chamber's WASHINGTON OFFICE

### • EXPORT CONTROLS

The House Committee on Interstate and Foreign Commerce has been conducting extensive hearings on export controls. The Committee will go into executive session this week to hear Department of Commerce officials and exporters give their respective reasons for or against the law licensing procedures. Exporters are expected to mention names and explain why the administration of the controls is unworkable.

The House Banking and Currency Committee has been considering H. R. 5470, a bill by Representative Walter C. Ploeser of Missouri to repeal the controversial price criteria as a factor in export licensing regulations.

### • AGRICULTURE

The Agricultural Committee of the House passed favorably on S. J. Resolution 187 authorizing the Department of Agriculture to use surplus farm products for foreign-aid programs. Thirty per cent of the revenues from the duties on agricultural commodities would be used to finance the shipments.

H. R. 5098 is a bill to authorize a research center for foot-and-mouth disease on an offshore island. Debate in the House is expected to start on this bill possibly late this week. Congress is gravely concerned about this disease and livestock leaders want the United States to establish a research center especially since the foot-and-mouth epidemic has not been successfully controlled in Mexico.

### • CHERRY RIVER PROJECT

The House recently passed H. R. 5224, the Civil Functions Bill. Although the President in his budget made no provision for the construction of the Cherry River Reservoir, the House Appropriations Subcommittee will begin Hearings March 8th, at which time the Army Engineers will testify. California witnesses will be heard March 17th.

In H. R. 4387, known as the Goodwin Bill.

Chamber members who are interested in this grave question should communicate with their representatives in the Senate and House of Representatives, expressing their views on this legislation.



# Bay Region Business

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## S. F. Trade Zone Becomes Official



Watching Secretary of Commerce W. Averell Harriman as he signs charter granting San Francisco a Foreign Trade Zone are (left to right): Alexander von Hoffen, manager, Washington Office, San Francisco Chamber of Commerce; Thomas Coakley, president, Board of State Harbor Commissioners; Congressman Frank R. Havenner; and Congressman Richard J. Welch.

## "Zone Charter Grant A Boon To Trade"—Coakley

"The granting of a Foreign Trade Zone permit to San Francisco provides a fitting climax to the combined efforts of the people of San Francisco and California to rededicate themselves to the expansion of world trade and understanding."

• This was declared by Thomas Coakley, president of the Board of State Harbor Commissioners for San Francisco, in accepting grant of the city's Foreign Trade Zone permit from Secretary of Commerce W. Averell Harriman.

Coakley termed the establishment of such a zone in San Francisco as "another very important link in the strong chain of facilities and effort devoted to the development of domestic and foreign trade which we, in San Francisco are hard at work upon."

As examples he cited the city's proposed World Trade Center, the \$6,000,000 Mission Rock Terminal which will have berthing facilities for eight large ships, large transit sheds and seven acres of open storage area, and an \$800,000 new grain elevator with a capacity of 500,000 bushels.

## Program Of Business Conferences Slated For Hawaii Trade Trip

A number of conferences on problems of mutual interest to Hawaii and San Francisco are being scheduled during the trade visit to the Islands by a delegation from the San Francisco Chamber of Commerce, it was revealed today by Vern A. Culver and Benjamin H. Swig, chairmen respectively of the Chamber's Domestic Trade and Hawaiian Affairs Committees.

• The delegation will sail on the first trip of the reconditioned LURLINE on April 15, and spend a total of eight days in the Islands.

Tentative subjects to be discussed include: Hawaii statehood, insect pest control, 15 per cent transportation tax, elimination of export declaration, Navy buying policy, and cost of living survey.

The Honolulu Chamber is arranging an interesting program of events for the delegation, according to Culver, who pointed out that sufficient time would also be allotted for individual business calls.

"I strongly urge San Francisco businessmen interested in trade with the Islands to join the Chamber delegation," said Culver, "for the benefits resulting from such a trade trip will be invaluable to San Francisco business."

Reservations for the trip can be made through the Chamber's Domestic Trade Department, EX-room 2-4511, Extension 63.

## BAAC Says, "Eliminate 15% Transportation Tax"

Congressional repeal of the 15 per cent transportation tax was urged today by the Bay Area Aviation Committee.

• The tax has been in effect since December 1, 1942, when it was established as a wartime revenue measure.

Commenting on the measure, Committee Chairman Fred Ellsworth declared, "The tax is unnecessary as a means of raising taxes and is discriminatory in that it is imposed upon a specific industry."

He added that the Committee had sent letters to local Congressmen urging elimination of the tax.

## Major Engineering Expansion



*This 35,000 square foot building located in Palo Alto was recently purchased from the Briarwood Corporation by Kaar Engineering Company, completing an expansion program that will permit doubling Kaar's present production of radiotelephones and marine direction finders.*

## West To Have Annual Radio Conference

The first annual Western Radio Conference is scheduled for March 20-21 at the Marines Memorial Club in San Francisco, it was announced this week by James Day, conference chairman and Director of Public Affairs for station KNBC. ● **Purpose of the conference** is to discuss greater utilization of radio in education.

The conference will be attended by members of the broadcasting industry, teachers, school administrators, college personnel, listener groups, state and local audio-visual personnel.

## Rohde Attending Coast Transportation Meeting

Walter A. Rohde, manager of the Transportation Department of the San Francisco Chamber of Commerce, is in Los Angeles, attending a meeting of the Pacific Coast Transportation Advisory Board, March 17-18.

● Rohde will present the report of the Legislative Committee of which he is chairman.

## Kaar Engineering Co. To Double Production

Completion of an expansion program that will permit doubling of present production was announced this week by John Kaar, president, Kaar Engineering Company, and an active member of the San Francisco Chamber's Electronics Section.

● **The company**, which is the largest manufacturer of radiotelephone equipment in the West, recently moved into a 35,000 square foot plant building at Palo Alto, purchased from the Briarwood Corporation.

Coinciding with the move into a larger plant, Kaar has announced an agreement which will permit Measurement Engineering Ltd., of Toronto to manufacture Kaar equipment in Canada.

Pioneer of many important developments in the industry, including instant-heating transmitters, Kaar Engineering is now one of the foremost producers of two-way mobile and marine radiotelephones for all important bands in both FM and AM, marine direction finders, and station equipment.

There are more than 200 Kaar dealers and distributors located in every major market in the United States and Canada.

## Seals And Pirates To Be Honored At Baseball Luncheon

Baseball will occupy the spotlight at the Commercial Club on Wednesday, March 24, when members of the Pittsburgh Pirates and San Francisco Seals will be honored at a luncheon given by the Club and the San Francisco Chamber of Commerce.

○ **Speakers** will be Charles H. Graham, president of the Seals, and Billy Meyers and Bob Rice, manager and secretary, respectively of the Pirates.

Ernie Smith, prominent sportscaster, will act as master of ceremonies for the program which will feature such colorful figures of the baseball world as Hans Wagner, famous old-time baseball star, who is now coach of the Pirates. An invitation has also been extended to Ty Cobb to appear on the program.

Tickets for the luncheon are \$2.00 and can be obtained from the San Francisco Chamber of Commerce.

## Hawaiian Statehood Urged By Chamber

Passage of the Hawaiian Statehood Bill at the present session of Congress was recommended today by the Hawaiian Affairs Committee of the San Francisco Chamber of Commerce.

● **The bill** to make Hawaii the 49th state was passed by the House of Representatives June 30, 1947. It has been awaiting action in the Senate since that time.

Benjamin S. Swig, chairman of the Chamber committee, pointed out that "enough time has elapsed for complete exploration of the matter and there is no reason why affirmative action should not be taken at this session."

"The Chamber's Board of Directors went on record favoring statehood for Hawaii in February 1947. We strongly believe that Hawaii not only merits this recognition, but would be a valuable and important addition to the United States. The Hawaiian people have aspired to statehood for a long while. It is time they were officially accorded that position," Swig said.

The San Francisco Chamber was the first chamber of commerce in the nation to support statehood for Hawaii.

## Manufacturing Data Needed For Census In Bay Area

Data for a 1948 Census of Manufacturers is now being sought from Bay Region manufacturers.

● **The Census**, which is the first to be taken since 1939, is being conducted by the Bureau of the Census, Department of Commerce through questionnaires.

G. L. Fox, manager of the Industrial Department of the San Francisco Chamber of Commerce, commented, "It is important for all manufacturers in this area to cooperate in this census so that the industrial picture will reflect the tremendous growth of the Bay Region during the last eight years."

Information in the Census will deal with production, employment, wages, inventories and other related factors.

● **The importance** of manufacturers submitting desired information promptly was emphasized by Census Bureau Director J. C. Capt, who pointed out that many manufacturers had not yet filled out and returned their questionnaires.

"Prompt return of the questionnaires will help to speed up the availability of the results and to keep the costs down," he stated.

Bay Region manufacturers who have not received their questionnaires should contact the industrial department of the San Francisco Chamber of Commerce, EXbrook 2-4511.

## Scrap Metal Short; Nationwide Drive On

A nationwide voluntary scrap metal drive has been launched by General Motors Corporation to get scrap metal out of the homes, factories and other business places and into the steel mill furnaces, it was revealed by GM President Charles E. Wilson.

● **People who have scrap available** are being asked to use the regular collection agencies to get it flowing to the mills.

Speaking of the critical scrap metal situation, Wilson said, "Scrap metal is one of our most critical shortages. The lack of it held down production in 1947 and if we cannot increase the flow of scrap metal to the mills, production in 1948 will suffer materially."

## Prizes For Merchants



*Representatives of district merchants associations accept awards for the best Christmas-decorated district in San Francisco from W. P. Fuller Brauner, President of the San Francisco Chamber of Commerce. Left to right: Fraser Cudworth, president, Irving Street Merchants Assn., 3rd prize; Clarence Duffer, past president, West Portal Merchants Assn., 1st prize; Dwight L. Merriman, Chamber director; Brauner; and John Clymer, executive secretary, Mission Street Merchants Assn., 2nd prize.*

## KSFO Television Equipment Arriving Soon . . .

Television equipment for a one-hundred-foot antenna tower on top of the Hotel Mark Hopkins will begin arriving this month, according to a report made to the Electronics Section of the San Francisco Chamber of Commerce by G. L. Fox, manager of the Chamber's Industrial Department.

● **"The Associated Broadcasters, Inc.**, have commenced the expenditure of \$250,000 to give San Francisco television facilities through Radio Station KSFO," Fox reported. "The KSFO program now gives San Francisco early prospects of television through three stations with plans for others pending," he said. KSFO holds the first federal permit for television construction in San Francisco.

The American Broadcasting Company is progressing with its plans for a television station in conjunction with KGO from a peak high in Sutter Forest and the San Francisco Chronicle is developing final arrangements for its station to be a part of the National Broadcasting Company system.

Philip G. Lasky, vice president of The Associated Broadcasters, Inc., in a letter to the Chamber said, that "it is our intention and ambition to have our station

on the air by the time the national elections roll around, or, at the latest, by the time of the presidential inauguration, the first of the year."

● **Complete equipment** to televise motion pictures, studio performances and field events have been ordered for KSFO, according to Mr. Lasky. Delivery schedules are being worked out with Radio Corporation of America, General Electric Company and other sources. Facilities will include short wave field stations which will feed the central transmitter without dependence on telephone circuits.

"We will soon begin construction of a tower and antenna atop the Mark Hopkins Hotel building, judged to be the highest available spot in the city and, which according to engineering data will permit telecasting from San Francisco to reach San Jose to the south, Marin County to the north and all of the East Bay. The antenna will be a five-bay RCA superturnstile which will have the effect of increasing transmitter power six times, permitting a radiated power of 29,000 watts," Lasky said.

"Television activities will be added to this corporation's operation of standard broadcast station KSFO, and the two international short wave stations KWID and KWIX, which are operated as part of 'The Voice of America' for the State Department," he concluded.

## NOTES from the Chamber's WASHINGTON OFFICE

### • FOREIGN TRADE ZONE

March 10, 1948 is an important date for San Francisco. On that day Secretary of Commerce W. Averell Harriman officially signed the charter granting San Francisco its Foreign Trade Zone.

Thomas Cockley, President Board of Harbor Commissioners, accepted the charter from Mr. Harriman and was presented with the pen used to sign the document as a memento.

Congressman Richard J. Welch paid tribute to the San Francisco Chamber of Commerce when he expressed his appreciation "to the San Francisco Chamber of Commerce for its untiring efforts" and others for making the Zone a possibility.

Congressman Emanuel Celler of New York, sponsor of the Foreign Trade Zone Act, and Congressman Frank R. Havener both emphasized the new opportunities the Zone offered to our great port.

Alexander von Hafften, Manager of the Chamber's Washington Office, told of the Chamber's campaign for the Foreign Trade Zone in cooperation with the Board of Harbor Commissioners and San Francisco's Congressional Representatives since 1936. He expressed the gratitude of the San Francisco Chamber to the members of the Foreign Trade Zone Board, the Board of Harbor Commissioners, and the San Francisco Congressmen for their work in making the Foreign Trade Zone a reality.

A sound motion picture in technicolor was made of the ceremony for the Board of Harbor Commissioners. Arrangements for this reproduction were carried out by the Chamber's Washington Office.

### • LUNCHEON FOR TANNER

C. P. Tanner, Assistant General Manager of the Chamber, was honored at a luncheon last week given by Dr. Raymond W. Miller, president of the American Institute of Cooperation, in Washington, D.C. Tanner spoke concerning the rapid growth and development of San Francisco and the Bay Area. Several of the governmental officials present evidenced great interest in San Francisco and asked many questions.

### • RENT CONTROL

The House expects to dispose of a rent control measure this week. (S. 2182.) A Senate bill retains rent control in effect until April 1, 1949. It also keeps under control most of the 15.7 million houses now covered, and retains the 15% voluntary increase provisions.

## Twenty-Seven Firms To Donate Calves At Junior Exposition

Twenty-seven San Francisco business firms will donate calves to Future Farmer and 4-H Club members at the Junior Grand National Livestock Exposition, March 22, 23 and 24, it was announced today by W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce.

● A total of thirty calves will be awarded outstanding farm youths during the Exposition.

The project, originally conceived by the Chamber's Agricultural Committee in 1946, is sponsored by the San Francisco Junior Chamber of Commerce, the No. 1-A District Agricultural Association and the Chamber.

Boys and girls receiving the calves will raise them and return them to next year's Junior Grand National for showing and sale.

San Francisco firms donating the calves are: Anglo California National Bank; Henry Cartan; O. Casperson & Sons; Spreckels Sugar Company; Poultry Producers of Central California; Folger Coffee Company; American Trust Company; San Francisco Milling Company; Hancock Oil Company of California; Ed Heuck Company; Pacific Brewing and Malting Company; Bank of America; Crocker First-National Bank; Merchants Exchange Building; Outsen Brothers Milling Company; Borden's Dairy Delivery; Shell Oil Company; Schwabacher-Frey Company; B. F. Porter Estate; Bank of California; San Francisco Chamber of Commerce; H. Moffat and Company; Pacific Gas and Electric Company; Crown Zellerbach Corporation; Technical Book Company; Regional Service Committee, City and County of San Francisco; Kilpatrick's Bakery.

Firm donations were handled by the Junior Chamber sub-committee on agriculture headed by Robert Cornell.

## California Spring Garden Show Opens Here April 27

California's Spring Garden Show will open to the public this year on April 27, according to an announcement by Edward T. Foulkes, head of the show's board of directors.

● Theme of this year's show will be "Western Woodlands."

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

D-6909—EARL W. CARLSON, 312 Riverside Drive, Glendale 4, Calif., distributor for a new stainless steel ball water sprayer desires to contact salesmen who wish to add to present lines selling directly to the hardware, nursery and seed store trade.

D-6910—GGG METAL STAMPING COMPANY, INC., Warren, Penna., seeking commission salesmen to handle their line of job and contract stampings, stock of step and extension ladder hardware, and chain repair links.

D-6917—OSMOSE WOOD PRESERVING COMPANY, Continental Oil Bldg., Denver 2, Colo., distributor to handle their line of wood preserving materials used especially in mining operations.

D-6918—POULSEN & NARDON, INC., 2965 Leomis Blvd., Los Angeles 11, Calif., interested in contacting local hardware and appliance jobbers to handle their line of heavy gauge kitchen aluminum ware and portable electric washing machine.

D-6919—WEDGWAY BRACKET, INC., 4111-13 Main St., Wheeling, W. Va., desires to contact sales agency in San Francisco to handle their line of adjustable window shade brackets and other household gadgets.

D-6920—THE LINDSAY CORP., 607 Hearst Bldg., San Francisco 3, Calif., seeking manufacturer's agent to handle promotion and sale of their two products: (1) prefabricated sheet metal structures suitable for industrial and commercial use in steel, aluminum and stainless steel, (2) lock snap-assembling of thin sheet metal products.

D-6921—HEBER SOWCROFT, BERG & COMPANY, 215 Washington Blvd., Ogden, Utah, is interested in representing locally produced canned goods, food specialties, department store items in the Utah, Southern Idaho and Eastern Nevada areas. Has wide acquaintance in retail grocery field as result of many years of managing wholesale grocery operation.

D-6922—AMERICAN ART METALS COMPANY, Box 115, Santa Ana, Calif., manufacturers of architectural aluminum products—entrances, doors, glass hardware, thresholds, etc., desires manufacturer's agent calling on architects and builders.

D-6923—FRED E. GREGER, 607 Hearst Bldg., San Francisco 3, Calif., manufacturers' representative interested in contracting local manufacturers wishing sales outlets, supervision and promotion of their products throughout the eleven Western states.

D-6924—COMBINATION SAW AND TRACTOR CO., Box 520, Denton, Texas, wishes to contact local firm capable of distributing throughout the State of California setting up sales agencies, service dealers, etc., for their line of farm and ranch tractors with attachments such as saw, cultivator, mower, sprayer, plow, tiller, seeder, air compressor.

D-6925—COOSA MANUFACTURING CO., P.O. Box 11, Talladega, Alabama, seeking a broker in San Francisco area to handle their general line of mops, to cover Bay Area.

D-6926—C. E. MILLER MFG. CORP., 15 East 14th St., P.O. Box 1008, Anderson, Indiana, seeking manufacturers' agent to handle their moulded and extruded rubber products for industrial accounts. Commission basis.

D-6927—WILLIAM SCHLESINGER, 249 Fourth Ave., Venice, Calif., offers coverage of Los Angeles area to San Francisco food processors and canners wishing greater distribution.

D-6928—BANTAM-ITE, 136 - 11th Ave., New York 11, N. Y., seeking manufacturers' representatives to carry their pocket flashlight to jobbers of hardware, drugs, novelties, gifts, stationery, toys, tobacco, jewelry, etc. Commission basis.

D-6929—FERBER CORPORATION, 5 West Sheffield Ave., Englewood, N.J., seeking local distributor for their ball point pens, pencils and cartridges. Market to jobbers, department stores, exporters, etc. Commission basis.





# Bay Region Business

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## NOTES from the Chamber's WASHINGTON OFFICE

### ● NATIONAL RIVERS & HARBORS CONGRESS

The 38th annual convention of the National Rivers and Harbors Congress was held March 19 and 20 in Washington, D. C. This organization exists to promote the continued improvement and development of the Nation's rivers, harbors, lakes, and water and land resources, and the investigation and approval of practical projects throughout the United States. It is a private organization that advocates the orderly development of water and soil resources for purposes of flood control, navigation, irrigation, and all beneficial uses.

Over 350 delegates from every state attended the meeting, and the San Francisco Chamber of Commerce was represented by Alexander von Hafften, the Manager of the Chamber's Washington Office.

All of the speakers emphasized the acute need to protect and conserve our natural resources, and they stressed the importance of the development of flood control, conservation, reclamation, and navigation projects upon which the well being and prosperity of the Nation depends.

The severe drought in California was cited often as a reminder that the economy of the West is dependent upon developing the land and water resources.

Assistant Secretary of the Interior, William E. Warne, pointed out that although drought could not be eliminated, water projects could be built to guard against its devastating effects.

### ● AGRICULTURAL APPROPRIATIONS

H. R. 5883, the Agriculture Department Appropriation bill passed the House. It was amended on the floor to include \$2 million for 4-H farm club work and \$250,000 for the Forest Service. These amounts will be added to the \$543 million approved by the Appropriations Committee of the House.

#### WASHINGTON OFFICE ADDRESS

The Washington Office of the San Francisco Chamber of Commerce under the direction of Alexander von Hafften is located at 1415 K Street, N. W. Washington, D. C.

## Plan for European Recovery Is Endorsed by S. F. Chamber

Adoption by the Congress of a "reasonable, well considered European Recovery Plan so long as the greatest utilization possible is made of private enterprise in carrying out the program in all its phases" was favored last week by the Board of Directors of the San Francisco Chamber of Commerce.

● **Action** was taken at the regular weekly meeting of the Board, presided over by Chamber President W. P. Fuller Brawner.

## Uniform Markings for Traffic Police Asked

Adoption of distinctive uniform markings by the city's traffic policemen was urged today by the San Francisco Chamber of Commerce.

● **Henry E. North**, chairman of the Chamber's Traffic and Highway Committee, pointed out that men assigned to traffic duty should wear uniforms that would enable all who are subject to their direction to quickly distinguish them from other police.

"This practice is followed in other cities and has been found helpful in handling moving traffic," said North.

## C of C Public Relations Appointments Announced

In a further reorganization of the Public Relations Department of the San Francisco Chamber of Commerce, General Manager Louis B. Lundborg announced the appointment of C. Allen Cady as Assistant to the Public Relations Manager and T. G. LaBlanc as District Relations Department.

● **Cady and LaBlanc** were staff members of the Membership Relations Department.

**Will Williams Jr.**, is manager of the Public Relations Department.

The Chamber statement urged that the legislation include all safeguards possible to assure the accomplishment of the objectives of:

● **Restoring the economies** of the European countries through self-help and mutual aid;

● **The greatest participation possible** of private enterprise in all functions, that is, procurement, investment and financing, shipping, management, administration;

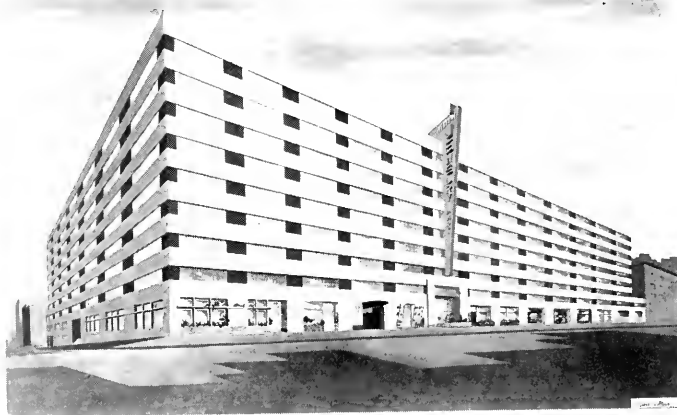
● **The encouragement of the distribution** and use of aids extended by private enterprise in the receiving countries;

● **The administration and execution** of the program be accomplished in the framework of United States economic policy, through integration of the agencies of the United Nations, the Export-Import Bank, the International Fund, and the International Bank for Reconstruction and Development, to assure the success of the long-range foreign policy of the United States for the restoration and development of the economies of all nations and of the international trade of the world under the freest conditions possible;

● **That the program shall be so administered** as to be consistent with the maintenance of the economic stability of the United States.

● **We oppose a provision** which proposed sale and charter of 300 vessels to sixteen European nations.

## Headquarters for Jewelry Industry



*All branches of San Francisco's large jewelry industry will be brought together in this four-million-dollar building to be erected soon at Eddy and Larkin Streets. Modern air-conditioning will be provided in the nine-story building which will be known as the Western Jewelry Mart.*

## Western Group Acts on Tidelands, Hawaii, Alaska

Solid western support has been mobilized behind pending tidelands legislation, it was revealed today by Louis B. Lundborg, general manager of the San Francisco Chamber of Commerce.

● **Lundborg** has just returned from Long Beach, California, where he presided at the annual meeting of the Western States Council, an organization of chambers of commerce in the 11 Western States.

Lundborg reported that the Mountain States had joined the Coast States in active support of the legislation which would give tidelands titles to the states.

The Mountain States also came out openly for Hawaiian statehood, Lundborg reported, following the lead of Washington, Oregon and California, which have been supporting passage of the Statehood bill. First chamber in the nation to advocate statehood for the Territory was the San Francisco Chamber of Commerce.

● **Council members** also voted support of a program for development of Alaska's economy, which would include revision of the Territory's land laws, construction of a railroad connecting Alaska and the West, and development of the Alaska and Haines highways.

## A Compliment from L. A.

Congratulations on the successful campaign of the San Francisco Chamber of Commerce to obtain a Foreign Trade Zone for the city came today from the Los Angeles Chamber of Commerce.

● **In a letter** to Alvin C. Eichholz, manager of the San Francisco Chamber's World Trade Department, Stanley T. Olafson, manager of the Los Angeles Chamber's World Trade Department, commented, "I am not one of those who has ever felt that San Francisco will take any business away from Los Angeles or Long Beach, or that we will take any business away from your port when ours is established and operating.

"I really believe that with the publicity around the world for the zones in San Francisco and Los Angeles additional business will develop for both. I sincerely hope that if Seattle and Portland decide to apply for a zone in their ports that they too will obtain their zones. The worldwide publicity that we had four zones operating on the coast would prove all the more valuable to all of our business interests," concluded Olafson.

## Chamber Opposes Creation of Federal Transportation Agency

Opposition to the proposed creation of a Federal Department of Transportation came today from the Board of Directors of San Francisco Chamber of Commerce.

● **The proposal** is embodied in House and Senate companion bills which would create a Department of Transportation headed by a Secretary with cabinet rank, an Undersecretary and three assistant secretaries.

This Department would assume some, but not all, of the functions of the Interstate Commerce Commission, U. S. Maritime Commission, Civil Aeronautics Board and other agencies concerned with transportation and weather. The rule, rate making and investigation functions of those agencies would be left undisturbed.

The Chamber opposed the legislation upon the recommendation of its Carriers Traffic Committee which pointed out that the Chamber has always opposed any legislation affecting the independence of the I.C.C. and Maritime Commission.

● **"These are agencies of Congress** and their functions are quasi-legislative in character," declared Claude E. Peterson, committee chairman. "Therefore, they should not be under control of the Executive in any matter except appointments."

Peterson also emphasized that the agencies should not be reduced to mere fact-finding aids to a cabinet officer who would exercise predominant power.

"Control of an agency's budget or control of its personnel means a large measure of influence and control over its policies and decisions," he stated.

The Committee also expressed the opinion that the legislation was largely political and would form an entering wedge toward government ownership and operation of transportation facilities.

## Chamber Launches Radio Series on Swindles

"Look Before You Weep"—a new Chamber radio program series—will begin Saturday, March 27.

● **The series** is a cooperative undertaking of the Chamber and the San Francisco Better Business Bureau. It will be broadcast each Saturday from 6:15 to 6:30 P. M. over station KQW.

Purpose of the series is to inform the public of current business schemes and swindles.

Based on material and case histories supplied by the Better Business Bureau, the program will be written by Len Gross, manager of the radio bureau of the Chamber.

● **Gross and Muriel Tsvetkoff**, manager of the local Better Business Bureau, will narrate the program.

In addition to general information on schemes and swindles, the program will each week warn listeners of current rackets being practiced in the Bay Area.

# SAN FRANCISCO TAX CALENDAR—SECOND QUARTER 1948

## CITY - STATE - FEDERAL

Compiled by the Research Department, San Francisco Chamber of Commerce

### CITY - STATE SECTION

Date*	Interested Parties	Act Required	Responsible Agency
April 1	Common carriers	File report and pay tax on distilled spirits sales for February	State Bd. of Equalization
1	Motor vehicle fuel distributors	File return and pay tax for February	State Bd. of Equalization
1	Insurance companies	File report	Insurance Commissioner
1	Owners of state-assessed property	File statement of money and solvent credits	State Bd. of Equalization
1	Welfare agencies	File affidavit and claim for welfare exemptions	City and County Assessor
1-30	Employers	State Unemployment Insurance Tax—pay first quarter return	State Department of Employment
1-30	Retailers and purchasers of tangible personal property subject to tax	File return and pay retail sales and use taxes for quarter ending March 31	City Tax Collector
15	Off-sale general licenses	File report for quarter ended March 31 and pay required additional license fee	State Bd. of Equalization
15	Commercial carriers	File report of alcoholic beverages imported during March	State Bd. of Equalization
15	Distilled spirits mfrs., mfrs., agents and wholesalers, rectifiers and brandy mfrs.	File return and pay tax for March	State Bd. of Equalization
15	Beer and wine mfrs. and importers	File return and pay taxes for March	State Bd. of Equalization
15	Donors	File return showing gifts during preceding calendar year	State Controller
15	Producers and brokers	File report for March	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles	File report and pay tax for March	State Bd. of Equalization
15	Individuals	File return and pay first installment of tax if on calendar year basis	State Franchise Tax Com.
20	Motor vehicle transportation operators	File return and pay tax for March	State Bd. of Equalization
20	Property owners	Pay second installment real property taxes; and balance, if any—personal property taxes on secured roll	S. F. City and County Tax Collector
30	Retailers and purchasers of tangible personal property subject to tax	File return and pay tax for quarter ending March 31	State Bd. of Equalization
30	Private car owners	File report covering operations of private cars during preceding calendar year	State Bd. of Equalization
May 1	Common carriers	File report and pay tax on distilled spirits sales for March	State Bd. of Equalization
1	Motor vehicle fuel distributors	File return and pay tax for March	State Bd. of Equalization
15	Common carriers	File report of alcoholic beverages imported during April	State Bd. of Equalization
15	Distilled spirits mfrs., mfrs., agents, wholesalers, rectifiers and brandy mfrs.	File return and pay tax for April	State Bd. of Equalization
15	Beer and wine mfrs. and importers	File return and pay taxes for April	State Bd. of Equalization
15	Producers and brokers	File report for April	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles	File report and pay tax for April	State Bd. of Equalization

### FEDERAL SECTION

Date*	Interested Parties	Act Required	Responsible Agency
April 10	Employer	Payments to authorized depository by employers who withheld more than \$100 during previous month	Collector of Int. Rev.
15	Brokers, dealers, etc.	File return covering stock and bond transactions for preceding month, accounting for stamps for stamp tax purposes	Collector of Int. Rev.
15	Stockholders and officers of foreign corporations	File separate information returns when connected with foreign corporations that are foreign personal holding companies	Collector of Int. Rev.
15	Depositors	File statement and record on sale of stamps	Collector of Int. Rev.
30	Employer	Last day to file quarterly return and payment of taxes (Withholding, Old Age Insur. and Unemployment Insur.) for quarter ending March 31	Collector of Int. Rev.
30	Retailers, amusements mfrs., cabarets	File return and pay tax for preceding month due for admissions, dues and miscellaneous taxes, including excise taxes on sales and facilities	Collector of Int. Rev.
May 10	Employer	Payments to authorized depository by employers who withheld more than \$100 during previous month	Collector of Int. Rev.
15	Brokers, dealers, etc.	File return covering stock and bond transactions for preceding month, accounting for stamps for stamp tax purposes	Collector of Int. Rev.
15	Stockholders and officers	File separate information returns when connected with foreign corporations that are foreign personal holding companies	Collector of Int. Rev.
15	Depositors	File statement and record on sale of stamps	Collector of Int. Rev.
15	Fiduciary or estate or trusts	Last day to file non-taxable returns of income	Collector of Int. Rev.
15	Exempt corporations	File proof or exemption and annual return of information for exempt corporations on a calendar year basis	Collector of Int. Rev.
31	Retailers, amusements, mfrs. cabarets	File return and pay tax for preceding month due for admissions, dues and miscellaneous taxes, including excise taxes on sales and facilities	Collector of Int. Rev.
June 10	Employer	Payments to authorized depository by employers who withheld more than \$100 during previous month.	Collector of Int. Rev.
15	Brokers, dealers, etc.	File return covering stock and bond transactions for preceding month, accounting for stamps for stamp tax purposes	Collector of Int. Rev.
15	Individuals	Individuals whose fiscal year begins the first of any month except January—file deductions and make first payment on 15 of second month following; the first amendment and second payment are due on 15th of the fifth month following; the second amendment and third payment on the 15th of the eighth month following; final amendment and payment the 15th of the 12th month following; with final return due the 15th of the 14th month following.	Collector of Int. Rev.
15	Corporations, estates and trusts	Corporations, estates and trusts whose fiscal years ends with end of any month other than December 31—Income and excess profits tax returns are due 15th of the third month following the end of the fiscal year, also the first of the quarterly payments are due on the same date and the succeeding quarterly payments the 15th of every third month.	Collector of Int. Rev.

(Continued on Page 4)

# SAN FRANCISCO TAX CALENDAR—Continued

## CITY - STATE SECTION

Date*	Interested Parties	Act Required	Responsible Agency
May 20	Motor vehicle transportation operators	File report and pay tax for April	State Bd. of Equalization
31	Churches, colleges, veterans, orphanages, exhibitors	Last day for filing affidavit for exemptions	S. F. City and County Assessor
June 1	Common carriers	File report and pay tax on distilled spirits sales for April	State Bd. of Equalization
1	Motor vehicle fuel distributors	File report and pay tax for April	State Bd. of Equalization
15	Common carriers	File report of alcoholic beverages imported during May	State Bd. of Equalization
15	Dist. spirits mfrs., mfrs. agents, wholesalers, rectifiers and brandy mfrs.	File return and pay tax for May	State Bd. of Equalization
15	Beer and wine mfrs. and importers	File return and pay taxes for May	State Bd. of Equalization
15	Producers and brokers	File report for May	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles	File return and pay tax for May	State Bd. of Equalization
15	Motor vehicle transportation operators	File return and pay taxes for May	State Bd. of Equalization

## FEDERAL SECTION

Date*	Interested Parties	Act Required	Responsible Agency
June 15	Holders of tax-free covenant bonds and non-resident foreign corporations	Payment date of tax withheld at the source for calendar year 1947	Collector of Int. Rev.
15	Non-resident alien individual, non-resident foreign corporations, citizens abroad, all other foreign partnerships, and domestic corporations with records abroad or where principal income is from U. S. Possessions	Last day to file income tax returns	Collector of Int. Rev.
15	Individual farmers exempt	Payment of one-quarter 1945 estimated tax found due March 15	Collector of Int. Rev.
15	Individuals reporting first time	Those required to file declarations for the first time at this date pay only one-third 1945 estimated tax due	Collector of Int. Rev.
30	Retailers, amusements mfrs. cabarets	File return and pay tax for preceding month due for admissions, dues and miscellaneous taxes, including excise taxes on sales and facilities.	Collector of Int. Rev.

### LOCATION OF LOCAL OFFICES OF RESPONSIBLE AGENCIES:

Assessor, City and County of San Francisco.  
City Hall, Civic Center KLondike 2-1910  
Tax Collector, City and County of San Francisco.  
City Hall, Civic Center HEmlock 1-2121  
California State Department of Employment.  
149 New Montgomery St. YUkon 6-0160  
Make payments to: California Department of Employment  
1025 P. St., Sacramento 14, California

California State Board of Equalization.  
State Bldg., Civic Center UNDERhill 1-8700  
California State Franchise Tax Commissioner.  
540 Van Ness Avenue UNDERhill 1-7234  
California State Motor Vehicle Department.  
160 South Van Ness Ave. Market 1-4820  
U. S. Collector of Internal Revenue.  
100 McAllister St. KLondike 2-2833

Date\*—If any date falls on a Sunday or legal holiday, the return is due on the following day.

## Exemption of Hawaii, Alaska From Export Declaration Asked

Exemption of Hawaii and Alaska from export declaration requirements was asked today by the Board of Directors of the San Francisco Chamber of Commerce.

© Since 1902 a law has been in effect requiring export declarations on shipments to and from these Territories for the development of trade statistics. Legislation has passed the House and is now before the Senate which would exempt trade with the two Territories from the requirement.

In its request for repeal of the requirement, the Chamber cited the following reasons:

1. **Territorial residents** consider themselves part of the United States and can see no reason for publication of statistics on trade between the mainland and the Territories when statistics on trade between the States are not published.

2. **Preparation of the declarations** is tedious and difficult both to Territorial firms and mainland establishments.

3. **Cost of preparing the declaration**, particularly for smaller shipments, is relatively high; and

4. **The statistics** do not always give an accurate picture of the total volume of trade on an item since shipments by parcel post are not covered.

## Maiden Lane Festival

April 1 will mark the formal opening of the 1948 Spring Festival, "Spring Comes To Maiden Lane," according to an announcement by Ansel W. Robison, president of the Maiden Lane Association, which sponsors the event annually.

© General theme this year will be Spanish in keeping with the October revival of the Portola Festival.

Thousands of daffodils and other spring flowers will again decorate the Lane, as in its previous celebrations.

You Are Their  
Hope  
*Give Gladly*  
to the  
**RED CROSS**

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# Bay Region Business

PUBLISHED BY THE  
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, April 1, 1948

Number 14

## NOTES from the Chamber's WASHINGTON OFFICE

### ● EXPORT CONTROL HEARINGS

On April 14 the Export Sub-Committee of the Senate Special Committee to study problems of American Small Business will hold hearings on export controls in the Federal Building, Civic Center, San Francisco. Hearings will begin at 10:00 A. M. and will end the same day.

Recently the sub-committee has heard testimony on forged export licenses, licenses transferred illegally, and the extensive operations of so-called license "expeditors." One instance was disclosed where \$28,000 was paid in fees for forged export licenses covering \$500,000 worth of products.

According to Senator Edward Martin, Chairman of the Sub-Committee, the investigation seeks to protect the interest of the legitimate exporter who is trying to secure licenses, as well as the small businessman in other industries who would suffer if large unauthorized exports of materials are permitted through lax or inadequate export control.

### ● G. L. FOX LUNCHEON

The Manager of the San Francisco Chamber's Industrial Department, G. L. Fox, was honored Wednesday at a luncheon given by Alexander von Hafften, manager of the Chamber's Washington Office, in the Nation's Capital. Mr. Fox spoke to the government officials on the industrial development and problems of San Francisco and the West. He emphasized particularly the West's steel industry and power shortage.

### ● E. R. P.

The European Recovery Plan is expected to reach the White House for signature by April 6. The full amount of \$5,300,000,000 as passed by the Senate will undoubtedly be approved. The other foreign aid bills for China, Greece, Korea, Turkey, etc., will call for an expenditure of approximately \$1,700,000,000. These are also expected to be passed and signed approving that amount.

S. 2202 (ERP) as passed by the Senate and the House Foreign Affairs Committee provides for the Administrator to use private commercial channels in carrying out the purposes of the Plan wherever possible.

## Foreign Chartering of American Ships Protested

A provision in the European Recovery Bill for chartering of 200 American vessels to foreign nations was protested last week by the San Francisco Chamber of Commerce.

● The provision, which had been eliminated by the Senate, was re-instated in the ERP Bill by the House Foreign Affairs Committee a week ago.

According to the Chamber, adoption of this amendment by the House would be a direct reversal of the policy established in Public Law 423, approved February 27, that no more American war-built vessels would be chartered to non-citizens. Authority to sell such vessels expired by limitation on February 29.

Telegrams expressing the Chamber's views have been sent to Speaker of the House Joseph Martin and other House leaders. Letters have been sent to the entire California delegation in the House of Representatives.

## Reinstatement of Air Cargo Reports Asked

Reinstatement of Department of Commerce statistical reports on air cargo was sought today by the Board of Directors of the San Francisco Chamber of Commerce.

Board action was taken after the U. S. Department of Commerce recently announced suspension of this service because of the unexpectedly heavy work of compiling information on the current high volume of U. S. foreign trade.

Until this announcement, the reports had been made available as a business service at the Department's Washington Office and through its Field Offices.

The Chamber's Aviation Committee, headed by George C. Tenney, termed these reports "extremely valuable to air carriers, chambers of commerce and other organizations interested in promoting aviation."

"Suspension of this compilation eliminates the only authoritative and non-biased source of the information, and the data will no longer be available," said Tenney.

## S. F. Chamber Industrial Manager Making Eastern Trip

G. Lewis Fox, manager of the Industrial Department of San Francisco Chamber of Commerce, left Saturday, March 27, on an eastern industrial trip.

● Purpose of his trip is to attend a meeting of the American Industrial Development Council in Washington, D. C. The Council represents 125 leading agencies engaged in industrial development work throughout the United States.

Following this meeting Fox will go to New York where he will confer with manufacturers in that area who are considering the establishment of plants in the San Francisco Bay Area. Similar appointments have been scheduled with Chicago manufacturers.

Said Fox, "Particular attention will be given to the textile industry, the development of which is of great importance to San Francisco's rapidly expanding apparel industry and California's wool and cotton growers. Textile manufacturing here has not caught up with the many advantages available or the region's great market capacity. It is our purpose to show eastern manufacturers that the opportunities here justify establishment of new plants, particularly for textile production."

While in the East, Fox will also give attention to other problems of concern to San Francisco, especially in connection with the city's transit and parking problems.

# General Business Activity

**Thumb Nail Sketch: by the Research Department**

## ● TREND

General business conditions in the San Francisco Bay Area were at a new February high but below January, typical of the usual seasonal trend. The first two months' cumulative activity continued above the same period last year.

In the specific fields, trends for the two months cumulative were mixed: department store sales were up 6 per cent and bank debits 8.8 per cent; freight car movements were off 14.7 per cent, ship arrivals 3.5 per cent and departures 5.4 per cent; employment was better than last year with 4 per cent fewer unemployed at the end of the two-month period; Bay Bridge vehicle crossings were up 4.6 per cent and Golden Gate Bridge vehicle crossings 15.2 per cent; payrolls in the manufacturing industries were up 7.1 per cent, and in the wholesale, retail and hotel industries were generally above a year ago.

San Francisco business activity during February attained a new February monthly high of 226.6 measured by our Index, and was 3.8 per cent above February last year. The average for the first two months was 4.3 per cent above same period last year.

## ● TRADE

Retail department store sales in San Francisco for both February and the two-month cumulative period were 4 per cent above a year ago; the San Francisco-Oakland Metropolitan sales were up 6 per cent for both periods. Sales in the Twelfth Federal Reserve District were off 1 per cent in February and up 2 per cent for the cumulative period, according to the Federal Reserve Bank reports.

Latest U.S. Census reports on independent retail stores sales for California cities reveal January sales compared to a year ago were as follows: San Francisco up 5 per cent; Oakland 15 per cent; Berkeley 6 per cent; Alameda 24 per cent; Richmond 8 per cent; Vallejo 6 per cent; Sacramento 11 per cent; Fresno 4 per cent; and Los Angeles 4 per cent.

January independent stores sales in San Francisco by groups of business were as follows: food off 2 per cent; eating and drinking places off 3 per cent; filling stations 1 per cent; drug stores 9 per cent; liquor stores 17; and cigar stores off 10 per cent. General merchandise was up 4 per cent; apparel 3 per cent; furniture and household 12 per cent; lumber 13 per cent, and automotive group up 21 per cent.

Pacific Coast wholesalers' sales, like the nation's sales, during January were up 9 per cent above a year ago. Automotive supply sales on the Pacific Coast, compared to a year ago, were off 18 per cent; industrial supplies 17 per cent; tobacco products 4 per cent; and groceries (full line) 4 per cent, but specialty lines were up 18 per cent. Sales of electrical group were up 31 per cent; appliances and specialties 19 per cent; furniture and household group 9 per cent; hardware 6 per cent; drugs 7 per

cent; dry goods 12 per cent, and meats 33 per cent.

## ● EMPLOYMENT

The relative position of San Francisco Bay Area employment at the beginning of March was better than last year with Continued Claims for unemployment insurance down 4 per cent and Veterans' Continued Claims down 30 per cent, but Initial Claims were reported up 5 per cent above the same period last year. Here is the score as reported by the C.S.E.S. for week ending March 4 for San Francisco Bay Area: Total Continued Claims, 31,536 or 18 per cent of the State total, compared to 17 per cent for the corresponding week last year. Veterans' Continued Claims 12,730 or 15 per cent of the State total, compared to 18 per cent last year. Total Initial Claims 5,876 or 22 per cent of the State total, compared to 20 per cent last year. San Francisco's Continued Claims totaled 12,983 distributed among the local offices as follows: commercial 18.2 per cent; industrial 19.7 per cent; maritime 12 per cent; service 23.4 per cent; and skilled labor offices 26.7 per cent.

## ● CONSTRUCTION AND REAL ESTATE

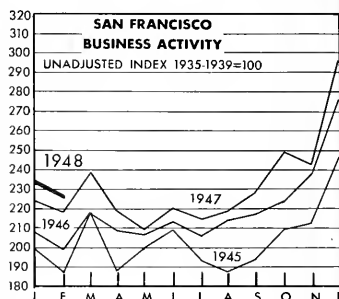
February building permits in San Francisco numbered 703 valued at \$3,379,790. New residential permits accounted for 229 valued at \$2,242,052, and provided for 281 dwelling units, of which 187 were single-family units. There were also 22 new non-residential permits with value of \$405,823, and 452 permits for additions, alterations and repairs with value of \$731,015.

The major building projects permits included 2 frame apartment structures estimated to cost \$108,000; paint factory \$83,000; a public garage \$40,000; alterations to an office building \$35,000; and 2 stores, \$25,000 each. Building permits for the two months' cumulative amounting to 1,551 and valued at \$7,927,700 were up 13.1 per cent in number and 1.2 per cent in value; new residential permits were up 15.3 per cent in number and 40.6 per cent in value. New dwelling units provided during the first two months totaled 610. This was 25.2 per cent above the same period last year. New non-residential permits for the 2 months totaled 47 and were valued at \$1,146,898. This number was up 4.4 per cent but the value was off 27.4 per cent compared to last year. Additions, alterations and repairs were up 12.4 per cent in number but off 39.1 per cent in value.

There were 1,397 real estate sales during February amounting to \$16,603,504, bringing the two months' total to 3,012 sales amounting to \$35,210,155; this was practically identical in number to last year, but the amount was off 3.2 per cent. Mortgages and deeds of trust against San Francisco real estate totaled 1,411 and amounted to \$11,580,765 in February.

## ● FINANCE

Financial transactions in San Francisco during February, as measured by bank debits, amounted to \$2,150,543,000 and were up 8.1 per cent above last Feb-



ruary. The two months totaled \$4,403,820,000 or an increase of 9.1 per cent for the period. February bank clearings totaled \$1,545,932,000, up 5.7 per cent from last February, and the two months totaled \$3,399,438,000, up 10 per cent. February postal receipts amounting to \$1,390,278 were off 13.7 per cent but the two months cumulative of \$2,874,252 was 3.1 per cent below last year. Shares trades on the San Francisco Stock Exchange during February numbered 743,095 with market value of \$11,702,145. This was 16.1 per cent fewer in number and 14.3 per cent lower in market value than a year ago. The two months cumulative sale of shares were 13.2 per cent fewer and 6.1 per cent lower in market value. Commercial failures during the first two months numbered 13 with liabilities of \$226,685 and assets of \$106,165. Although there were nearly one-half again as many as last year, the liabilities were 3.6 per cent lower and assets 22.7 per cent higher.

## ● TRANSPORTATION

San Francisco Airport traffic during February accounted for 5,646 planes in and out, and 53,878 passengers on and off. This is an increase of 45.4 per cent in number of planes and 5 per cent in number of passengers compared to February last year. Air express loaded at the Airport amounted to 436,298 lbs.; air express received to 506,024 lbs.; air freight loaded to 338,877 lbs.; and air freight received to 240,307 lbs. Air express loaded was just double that in February last year, and the cumulative for the two months was up 97.9 per cent. Air mail loaded amounted to 487,301 lbs., up 18.7 per cent in February; and the two months cumulative was up 13.4 per cent.

Freight car movements in San Francisco totaled 17,201 and were off 13.9 per cent in February and the two months' cumulative was off 24.8 per cent. There were 317 ship arrivals in February compared to 294 a year ago. Arrivals during first two months amounted to 597 compared to 621 last year. The net registered tonnage of ship arrivals amounting to 1,489,089, was up 17.1 per cent over last February, with the two months cumulative up 4.2 per cent, an indication that the size of ships increased while the number decreased.

(Continued on page 4, column 2)

# Survey of Business Conditions in San Francisco

## February, 1948

BRANCH OF ACTIVITY	FEBRUARY 1948	FEBRUARY 1947	PER CENT CHANGE	2 MONTHS 1948	2 MONTHS 1947	PER CENT CHANGE
<b>GENERAL BUSINESS ACTIVITY</b>						
S. F. C. of C. Index 1935-39 Avg.=100.....	226.6	218.2	3.8	230.3	220.9	4.3
<b>CONSTRUCTION PERMITS</b>						
Total.....	(number) 703	(number) 715	-1.7	(number) 1,551	(number) 1,371	13.1
Residential, New.....	(number) 3,379,790	(number) 4,837,662	-30.1	(number) 7,927,700	(number) 7,832,592	1.2
Dwelling Units.....	(value) 2,242,052	(value) 2,316,660	-3.2	(value) 5,241,812	(value) 3,727,240	40.6
Single Family Dwellings, New.....	(number) 281	(number) 308	-8.8	(number) 640	(number) 511	25.2
Non-Residential, New.....	(value) 1,503,352	(value) 1,879,660	-22.7	(value) 421	(value) 391	7.7
Additions, Alterations and Repairs.....	(number) 22	(number) 20	10.0	(number) 47	(number) 45	4.4
	(value) 405,823	(value) 1,212,500	-66.5	(value) 1,146,898	(value) 1,580,134	-27.4
	(number) 452	(number) 419	7.9	(number) 986	(number) 877	12.4
	(value) 731,915	(value) 1,308,502	-44.1	(value) 1,538,990	(value) 2,525,018	-39.1
<b>REAL ESTATE</b>						
Sales.....	(number) 1,397	(number) 1,497	-6.7	(number) 3,012	(number) 3,014	-0.1
Mortgages and Deeds of Trust.....	(value) 16,605,504	(value) 18,650,400	-11.0	(value) 35,210,155	(value) 36,344,618	-3.2
	(number) 1,411	(number) 1,409	0.3	(number) 3,033	(number) 3,062	-1.0
	(amount) 11,580,765	(amount) 14,922,628	-22.4	(amount) 25,415,895	(amount) 31,025,933	-18.0
<b>RETAIL DEPARTMENT STORE SALES</b>						
San Francisco.....	(index) 226	(index) 220	2.7	(index) 218	(index) 214	1.9
<b>FINANCE</b>						
Bank Debits.....	(\$000) 2,150,543	(\$000) 1,989,290	8.1	(\$000) 4,403,820	(\$000) 4,036,196	9.1
Bank Clearings.....	(\$000) 1,545,932	(\$000) 1,462,940	5.7	(\$000) 3,399,438	(\$000) 3,091,656	10.0
Postal Receipts.....	(\$000) 1,390,278	(\$000) 1,610,389	-13.7	(\$000) 2,874,252	(\$000) 2,965,895	-3.1
San Francisco Stock Exchange.....	(no. shares traded) 745,095	(no. shares traded) 886,091	-16.1	(no. shares traded) 1,525,434	(no. shares traded) 1,762,088	-13.2
	(market value) 11,702,145	(market value) 13,650,947	-14.3	(market value) 25,908,941	(market value) 27,379,299	-6.1
<b>COMMERCIAL FAILURES</b>						
Liabilities.....	(number) 10	(number) 8	25.0	(number) 13	(number) 9	44.4
Assets.....	(\$000) 151,685	(\$000) 218,698	-30.7	(\$000) 226,685	(\$000) 235,272	-3.6
	(number) 91,166	(number) 81,568	11.8	(number) 106,165	(number) 86,515	22.7
<b>EMPLOYMENT &amp; PAYROLLS—Bay Area (5 Co's.) (a)</b>						
Employment.....	(index) 137.0	(index) 141.3	-3.0	(index) 138.7	(index) 142.9	-2.9
Payrolls.....	(index) 267.3	(index) 249.6	7.1	(index) 271.7	(index) 251.2	8.2
<b>NON-MFG. INDUSTRIES—(5 Co's.) (a)</b>						
Laundrying, Cleaning, Dyeing.....	(payroll) 171.0(e)	(payroll) 174.3(f)	-1.9	(payroll) (d)	(payroll) 171.9	....
Wholesale Trade.....	(payroll) 222.6(e)	(payroll) 194.4(f)	14.5	(payroll) (d)	(payroll) 196.2	....
Retail Trade.....	(payroll) 232.0(e)	(payroll) 202.0(f)	14.9	(payroll) (d)	(payroll) 196.4	....
Hotels.....	(payroll) 232.6(e)	(payroll) 237.4(f)	6.4	(payroll) (d)	(payroll) 238.0	....
<b>PLACEMENTS IN SAN FRANCISCO—C.S.E.S.</b>						
Industrial Placements.....	(number) 1,678	(number) 2,389	-29.4	(number) 4,169	(number) 5,415	-23.0
Commercial Placements.....	(number) 870	(number) 1,001	-13.1	(number) 1,909	(number) 1,790	6.6
<b>TRANSPORTATION</b>						
Freight Car Movements.....	(number) 17,201	(number) 22,595	-35.1	(number) 35,113	(number) 46,663	-24.8
San Francisco Airport Traffic.....	(no. planes) 5,646	(no. planes) 3,884	43.9	(no. planes) 12,172	(no. planes) 7,936	53.4
Express Shipments—Rail.....	(number) 53,878	(number) 51,311	5.0	(number) 109,210	(number) 104,581	4.4
Air Mail Loaded.....	(number) 252,351	(number) 284,287	-18.3	(number) 463,707	(number) 582,551	-20.4
Air Express Loaded.....	(pounds) 17,208	(pounds) 16,506	4.2	(pounds) 34,820	(pounds) 33,115	5.1
Air Freight Loaded.....	(pounds) 487,301	(pounds) 410,209	18.7	(pounds) 983,824	(pounds) 867,430	13.4
	(pounds) 436,298	(pounds) 218,056	100.1	(pounds) 844,434	(pounds) 426,776	97.9
	(pounds) 338,877	(pounds) .....	.....	(pounds) 574,186	(pounds) .....	.....
<b>WORLD TRADE</b>						
Vessel Arrivals with Cargo.....	(number) 317	(number) 294	7.8	(number) 599	(number) 621	-3.5
Vessel Departures with Cargo.....	(net registered tons) 1,489,089	(net registered tons) 1,271,471	17.1	(net registered tons) 2,803,742	(net registered tons) 2,769,387	1.2
Exports—Value.....	(millions of dollars) 306	(millions of dollars) 315	-2.9	(millions of dollars) 611	(millions of dollars) 646	-5.4
Imports—Value.....	(millions of dollars) 1,444,742	(millions of dollars) 1,359,616	6.3	(millions of dollars) 2,914,743	(millions of dollars) 2,798,797	4.2
	(millions of dollars) 28.3(e)	(millions of dollars) 41.3(f)	-31.3	(millions of dollars) 54.6	(millions of dollars) 77.7	-29.7
	(millions of dollars) 24.4(e)	(millions of dollars) 20.9(f)	16.7	(millions of dollars) 54.6	(millions of dollars) 77.7	-29.7
<b>UTILITIES</b>						
Electric Energy Sales Index.....	(k.w.hrs.) 213	(k.w.hrs.) 208	2.4	(k.w.hrs.) 223	(k.w.hrs.) 216	3.2
Industrial and Commercial Gas Sales.....	(cu.ft.) 1,223,786,400	(cu.ft.) 1,188,622,200	3.0	(cu.ft.) 2,411,313,600	(cu.ft.) 2,424,968,900	-0.6
Water Consumers.....	(net gain) 265	(net gain) 262	1.1	(net gain) 546	(net gain) 523	4.4
<b>NEW DEVELOPMENTS</b>						
Tourist and Settler Inquiries.....	(number) 805,397	(number) 817	-1.5	(number) 805,397	(number) 817	-1.5
Bay Bridge Vehicle Crossings.....	(number) 1,995,127	(number) 1,878,201	6.2	(number) 4,063,305	(number) 3,885,374	4.6
Golden Gate Bridge Vehicle Crossings.....	(number) 577,351	(number) 499,516	15.6	(number) 1,166,940	(number) 1,012,626	15.2
<b>DAIRY RECEIPTS, FRUITS &amp; VEGETABLES</b>						
Butter.....	(pounds) 1,495,814	(pounds) 1,871,436	-20.1	(pounds) 2,972,891	(pounds) 3,163,144	-6.0
Cheese.....	(pounds) 1,342,627	(pounds) 1,542,973	-13.0	(pounds) 3,021,468	(pounds) 2,854,178	5.9
Eggs.....	(cases) 87,625	(cases) 111,162	-21.2	(cases) 186,466	(cases) 210,611	-11.5
Poultry, Dressed.....	(pounds) 815,931	(pounds) 1,284,937	-36.7	(pounds) 2,259,881	(pounds) 3,461,395	-35.0
Fruits and Vegetables.....	(carlots) 1,474	(carlots) 1,467	0.5	(carlots) 3,032	(carlots) 3,045	-0.4
<b>LIVESTOCK SLAUGHTER (b)</b>						
Cattle.....	(total number) 147,699	(total number) 142,797	3.4	(total number) 318,114	(total number) 325,458	-2.3
Hogs.....	(number) 34,559	(number) 31,838	8.5	(number) 76,407	(number) 73,651	3.8
Calves.....	(number) 14,590	(number) 8,339	75.0	(number) 28,007	(number) 18,948	47.8
Sheep and Lambs.....	(number) 65,673	(number) 62,727	4.7	(number) 138,080	(number) 139,169	-0.8
Pigs.....	(number) 32,877	(number) 39,893	-17.6	(number) 75,620	(number) 93,710	-19.3
<b>S. F. LIVING COSTS 1935-39 Avg.=100</b>						
Food.....	(index) 215.7(g)	(index) 204.6(h)	5.4	(index) 215.7(g)	(index) 204.6(h)	5.4
Apparel.....	(index) 181.5(g)	(index) 169.6(h)	7.0	(index) 181.5(g)	(index) 169.6(h)	7.0
Rent.....	(index) 112.2(g)	(index) 106.7(h)	5.2	(index) 112.2(g)	(index) 106.7(h)	5.2
Fuel, Electricity and Ice (c).....	(index) 87.7(g)	(index) 82.5(h)	6.2	(index) 87.7(g)	(index) 82.5(h)	6.2
Gas and Electricity.....	(index) 72.7(g)	(index) 72.7(h)	0.0	(index) 72.7(g)	(index) 72.7(h)	0.0
Other Fuel and Ice.....	(index) 118.3(g)	(index) 116.4(h)	1.5	(index) 118.3(g)	(index) 116.4(h)	1.5
House Furnishing Goods.....	(index) 161.3(g)	(index) 149.0(h)	8.3	(index) 161.3(g)	(index) 149.0(h)	8.3
Miscellaneous.....	(index) 152.8(g)	(index) 146.4(h)	4.4	(index) 152.8(g)	(index) 146.4(h)	4.4
All Items.....	(index) 168.9(g)	(index) 160.4(h)	5.3	(index) 168.9(g)	(index) 160.4(h)	5.3

(a) These data are based on reports submitted to the Division of Labor Statistics and Research, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) Unavailable for survey.

(e) January, 1948 latest available.

(f) January, 1947.

(g) December, 1947 reported quarterly.

(h) December, 1946.

Acknowledgment is hereby made to Thomas Magee & Sons, Don & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

## February Industrial Expansion . . .

—By the Chamber's Industrial Department

Seventeen new plants representing total outlays of \$2,818,400 will be established in the Bay Region according to February tabulations of the Chamber's Industrial Department. Eleven factory expansions were recorded to cost \$1,378,000.

● **Total Northern California developments** during the month represent 19 new plants to cost \$2,873,400 and 15 expansion projects to aggregate \$2,458,000 for a total of 34 new and expansion projects to cost \$5,331,400.

San Francisco will account for 3 of the new factories estimated at \$318,000, and 6 expansions of existing plants to require investments of \$156,000. The 9 San Francisco projects totaling \$474,000 will provide 65 new factory jobs.

This year's February developments in Northern California compare favorably with those of February 1947 which aggregated total investments of \$4,737,000. However, Bay Region outlays for February this year totaling \$4,196,400 show a slight decline from the figure of \$4,376,000 recorded during the same period in 1947.

Among the February developments for the Bay Region are:

● **H. B. Fuller Co. of California**, 1060 Howard Street, San Francisco, established paste and adhesive factory in 15,000 sq. ft. building. Will employ 7 persons at beginning.

● **A. Levy & J. Zentner Company**, 200 Washington, San Francisco, announced \$30,000 expansion of processing and storage facilities in preparation for later shipments of bananas, the first direct boatload shipments since the war.

● **Stokely-Van Camp Foods, Inc.**, Encinal Terminal, Alameda, have broken ground for 140,000 sq. ft. building to cost \$300,000 for expansion of storage facilities as adjunct to their Bay Area food processing and canning.

● **Pacific Paint & Varnish Co.**, 4th and Cedar, Berkeley, will build to cost \$500,000 factory building for large expansion of facilities for paint, enamel and varnish manufacturing.

● **B. C. Dickinson Company**, Santa Clara, started construction of new \$400,000 house fabrication plant.

● **Kuster Laboratories, Ltd.**, Harbor Blvd., Belmont, San Mateo County, will build 24,000 sq. ft. plant to cost in excess of \$200,000, and to employ more than 40. Company manufactures soy sauce condiments, etc.

## Buying Homes is C of C Radio Subject

Discussion of hidden problems involved in buying or building a home will be the subject of the second program in a new Chamber radio series.

● **Entitled "Look Before You Weep,"** the series is co-sponsored by the Chamber and the Better Business Bureau of San Francisco. It is broadcast each Saturday from 6:15 to 6:30 P. M. over Station KQW.

Purpose of the series is to inform the public of current business schemes and swindles.

In the second program, "Buying or Building a Home," Len Gross, manager of the Chamber's Radio Bureau, and Muriel Tsvetkoff, manager of the local Better Business Bureau, will discuss such problems as checking the title to the property; investigating the builder's ability and reputation; location; assessments; and land values.

● **Free booklets on this subject** will be available to program listeners through the Better Business Bureau.

Written by Gross, the program is based on material and case histories supplied by the Better Business Bureau.

## Thumb Nail Sketch . . .

Fruit and vegetable receipts in San Francisco during February totaled 1,474 carlots and were slightly above last February; the two months total of 3,032 was off slightly compared with the same period last year. In the dairy products group in February, butter receipts were off 20 per cent; cheese 13 per cent; and eggs 21 per cent, compared to last year.

### ● MANUFACTURING

February employment of production workers in the manufacturing industries in the Bay Area totaled 114,900 compared to 117,800 in January and 118,600 in February last year, according to the State Department of Industrial Relations. The durable group reported 58,700 and the non-durable 56,200. February payrolls were up 7.1 per cent in contrast to the drop of 3.0 per cent in employment. February weekly earnings averaged \$60.07, January \$60.72, and February last year \$54.55. Average hourly earnings were \$1.551 compared to \$1.570 in January and \$1.403 last February. Average hours worked per week were 38.7 in February, 38.7 in January and 38.9 in February last year.

February Bay Area industrial developments included 17 new plants with outlays of \$2,818,400 and 11 expansions with outlays of \$1,378,000, making a total of 28 projects and \$4,196,400. San Francisco accounted for 9 of the total projects, with outlays of \$474,000.

## Exhibit Space Available At World Trade Show

Import-export firms, shipping companies, travel bureaus, industrial concerns and trade groups are invited to participate in the World Trade Exposition which will be held during World Trade Week, May 16-22.

● **World Trade Week Committee** Chairman William F. Minehan has announced that consular offices in San Francisco are already making arrangements for exhibits in the Exposition which will occupy the entire second floor of the Ferry Building.

"There is still exhibit space available for those who have not already signed up for displays," said Minehan. "Reservations for space should be made without delay, however."

Complete information about available exhibit space can be obtained by phoning William Sanford, Exhibits Chairman, EXbrook 2-5255.

## Re-Entry Of Chinese Nationals Sought

Amendment of immigration laws to permit re-entry of Chinese Nationals in the United States was urged today by the San Francisco Chamber of Commerce.

● **The amendment to the Chinese Exclusion act of December 17, 1943,** failed to make provision for Chinese who legally entered the U. S. on or after July 1, 1924, for trade activities to receive re-entry permits and legally re-enter the U. S. after a visit to their home land.

As a result these Chinese nationals must, under existing law, make reapplication to enter the quota limitations, which are not large enough to prevent lengthy waiting periods before such quota number may be obtained.

Pointing out that these Chinese merchants have proved themselves a valuable part of the U. S. and of San Francisco in particular, the Chamber urged that this inequity in the present law be corrected by enactment of legislation now pending in Congress.

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### C. OF C. REPRESENTATIVE AT SUPERVISORS' MEETING

Attending the Board of Supervisors meeting Monday, March 29, was:

R. D. Brigham, third vice president, San Francisco Chamber.





# Bay Region Business

PUBLISHED BY THE  
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, April 8, 1948

No. 15

## NOTES from the Chamber's WASHINGTON OFFICE

### ● AMERICAN MERCHANT MARINE

The Joint Committee for the American Merchant Marine met in Washington on March 29th. This Committee has been organized for the purpose of publicizing and promoting the American Merchant Marine. This meeting was held to determine in what way the observance of the National Maritime Day on May 22nd could be promoted and how greater participation could be obtained on a National basis. All of the members present indicated that it was very important for the American Public to know the vital role played by our Merchant Marine in the Nation's economy. Alexander von Hafften, Manager of the Washington Office, represented the San Francisco Chamber of Commerce.

### ● PANAMA CANAL TOLLS

Recently, President Truman signed a Proclamation increasing tolls on the Panama Canal approximately 10%. This new rate will become effective October 1, 1948. The Chamber is on record as opposed to an increase of these toll charges. The Canal was constructed both for national defense purposes, as well as for commercial use. Yet the shipping industry has assumed the burden of paying all the construction and operating costs. This apparent injustice, under which the commercial users of the Panama Canal operate, should be reviewed prior to the effective date of this Proclamation. Such an increase will, undoubtedly, have an adverse effect upon the intercoastal trade.

### ● OFFICE OF INTERNATIONAL TRADE

The Office of International Trade announced the establishment of Commodity Advisory Panels and Commodity Advisory Committees to provide a means whereby the export trade may consult with, and give information and advice to, the OIT concerning export licensing policies and procedures.

## Philippine Leaders Enthused Over S. F. Chamber Trade Trip

San Francisco Chamber of Commerce plans for a trade development trip to the Philippine Islands in July have met with enthusiastic response from the Philippine government and Chamber of Commerce, it was revealed here by Judge Roberto Regala, Philippine Consular General in San Francisco.

● Judge Regala has just returned from the Philippines, where he presented the Chamber's plans for the trip to President Manuel Roxas of the Philippine Republic and Gil Puyat, Philippine Chamber President.

## "Oscar" Fashion Awards To Be Given During Fall Market

The Manufacturers and Wholesalers Association of San Francisco will hold its annual "Oscar" Award Dinner and press fashion preview in May during its Fall Market Week, according to an announcement by Association President Adolph P. Schuman.

● Fashion editors from all over the United States are invited to visit the market each spring. Highlighting their three-day visit is the "Oscar" dinner and fashion show, where fall styles are previewed and "Oscar" awards are presented to members of the press and industry who have contributed most to the local market during the past year.

Hotel showings will be featured from May 16 through May 19, but lines will also be presented in individual manufacturers' showrooms throughout the week.

Complete market information and buyers lists may be secured through the Association-sponsored Resources Council, 26 O'Farrell Street, San Francisco. Buyers may also arrange hotel and return travel reservations through the Council office.

Judge Regala also extended an invitation from San Francisco Chamber President W. P. Fuller Brawner to send an official Philippine delegation to San Francisco to participate in World Trade activities, May 16-22.

"Trade between the two regions, which has shown a strong upward trend since the war's end, promises to be developed even further through an exchange of trade delegations between the Pacific Coast and the Islands," Regala said.

● An invitation to join with San Francisco in making the trip a West Coast project has been extended to chambers of commerce in Seattle, Portland and Los Angeles, according to Brawner.

"This would be the first conference of this kind ever to be held," said Brawner. "We expect it to result in greatly strengthened trade relations between the West Coast and the Philippines."

## Know Your Schools

Public Schools Week will be observed in San Francisco from April 26 through May 1, according to an announcement by General Chairman George D. Gavin.

● This 29th annual event will feature special programs, demonstrations and displays by the city schools using as their theme, "The Public School: Keep It Our Foremost Freedom Train."

All parents and friends are urged by the committee to visit at least one public school during this week to note current educational methods, goals, and needs.

## Congressmen Express Views On ERP Ship Chartering

Action of the San Francisco Chamber of Commerce in urging elimination of a provision in the European Recovery Bill for chartering of 200 American vessels to foreign nations has brought letters from members of the House of Representatives.

● The provision, which had been eliminated by the Senate, was re-instated by the House Foreign Affairs Committee.

Telegrams and letters expressing the Chamber's views were sent to Speaker of the House Joseph Martin, other House leaders and the entire California delegation in the House.

● Replied Representative John J. Allen, Jr., "A number of us . . . made a determined stand against the Committee's provision . . . We were also able to re-insert the Senate's provision that at least one-half of the cargo going overseas under the program should be shipped in American vessels."

● Wrote Representative Jack Z. Anderson, "I concur with your expressed views and . . . expect to vote against the amendment referred to."

● Representative Richard J. Welch, stated, "I am unalterably opposed to this action and am making every effort to have this provision eliminated from the bill . . . You may be assured of my continued efforts in this direction."

Since receipt of these letters the House of Representatives removed the provision of its Foreign Affairs Committee by a vote of 165 to 32.

## Chamber Group Visits S. F. Naval Shipyard

Activities of San Francisco Naval Shipyard were observed by members of the Military and Naval Affairs Committee of the San Francisco Chamber of Commerce when the group visited the shipyard last week as guests of Captain Philip Lemler, commander of the yard.

● The Committee were guests at a luncheon at which they were given an outline of the yard's growth and activities, with emphasis on its economic importance to San Francisco.

Following luncheon, the group, headed by Committee Chairman Henry Eickhoff, Jr., was taken on a tour through the machine shops to the huge drydock, the giant crane and visited ships which participated in the Bikini atom bomb experiment.

# Chamber Seeks Legislation Changes In Ships Service Stores

Three recommendations to correct loosely drawn legislation governing the operation of Navy ship's service and commissary stores were made last week by the Board of Directors of the San Francisco Chamber of Commerce.

● The Chamber asked that pending congressional legislation include the following points:

1. That the number of people eligible to buy at such stores be further restricted.

2. That the variety of merchandise handled be restricted to necessities; and

3. That the price of the articles resold be made equitable with those charged by private merchants located nearby.

Vern A. Culver, chairman of the Chamber's Domestic Trade Committee, declared, "The legislation now before the Congress will set the basic policies governing operation of Navy resale stores. In our opinion, its provisions should more definitely safeguard retail businesses, many of them limited in size, whose owners assumed the risk of going into business. Government must not compete in trade with the citizens who finance its operation."

Board action followed recommendation by the Domestic Trade Committee.

## Chamber Exhibit Being Featured at Home Show

Local building trends are the theme of the San Francisco Chamber of Commerce exhibit in the National Home Show which opened yesterday in the Civic Auditorium.

● Through a series of charts arranged in a large panel, the Chamber exhibit shows the trend of building in San Francisco, compared to its population; the need for augmenting that construction, as shown in the Chamber's report to the Gamble Joint Committee to Investigate Housing; building costs in San Francisco compared to other leading cities; and relative building developments in six leading industrial areas.

More than 200 displays featuring home design, new building materials, appliances and other related products are being featured at the show, which is sponsored jointly by the San Francisco Real Estate Board and the Associated Home Builders of San Francisco.

## Chamber Urges Fruit Fly Research; Asks Changes In Present Air Carrier Legislation

Allocation of funds to the U. S. Bureau of Entomology and Plant Quarantine for research on control measures against fruit flies in the Hawaiian Islands was urged today by the Board of Directors of the San Francisco Chamber of Commerce.

● The Board gave as its reasons the damage to fruits and certain vegetables caused by fruit flies present in the Islands, and, more recently, the Oriental fly.

The Chamber's Agricultural Committee, headed by Robert Di Giorgio, pointed out that control techniques by chemical means have proved to be unsuccessful in controlling these fruit flies, indicating that biological control must afford a reasonable solution to the problem.

"We particularly urge a search for and the introduction of parasites or predators, and the establishment of a supply of such parasites or predators to curb these insects," Di Giorgio said.

Amendment of present aviation legislation to include U. S. Department of Agriculture personnel in its administration was asked today by the Board of Directors of the San Francisco Chamber of Commerce.

● Chamber action was taken upon the recommendation of its Agricultural Committee, which pointed out that growth of air transportation has increased the hazard of infestation through transportation of insects and pests.

The Air Commerce Act of 1926 does not include the U. S. Department of Agriculture in the personnel which administrators the Act.

Declared Agricultural Committee Chairman Robert Di Giorgio: "The greatest possible attention should be given to inspection and disinfection of aircraft to reduce or eliminate the hazard of introducing insect pests and plant diseases of foreign origin."

"The U. S. Department of Agriculture has the proper technical knowledge and personnel to effectively carry out such an activity," he stated.

## Conference Slated This Month On National Air Policies

First mass discussion by aviation leaders of the recent Presidential and Congressional air policy recommendations will take place in Los Angeles April 13-15 at the California Air Policy Conference at the Ambassador Hotel, according to Fred L. Ellsworth, chairman of the Bay Area Aviation Committee.

● **Advance registrations** indicate an attendance of more than 400 pilots and leaders in military, commercial and civil aviation, Ellsworth said.

Discussions by panels composed of prominent state and national aviation officials will present "an opportunity for the conference to be an aeronautics sounding board on problems of today, particularly reaction to policy recommendations affecting the future of aviation and national security," Ellsworth commented.

Participants planning to join in the airing of aeronautics matters include: James H. Kindelberger, North American Aviation, Inc., president; W. A. Patterson, United Air Lines, president; John A. McCone, conference chairman, who served on President Truman's Air Policy Commission; Dr. Fred D. Fagg, Jr., chairman of the State Aeronautics Commission and president of the University of Southern California; Clarence M. Young, general manager of the Los Angeles Department of Airports; T. C. Drinkwater, Western Air Lines, president, and numerous others.

● **Air Secretary W. Stuart Symington**, Washington, D. C., will deliver a principal address at the closing session April 15.

Discussion of an air policy for California, one of the most recent states to set up an aeronautics commission, will be a main item of business. The commission is expected to constitute one of eight panels keynoting general remarks and questioning.

Other panel topics pertaining to California are: airports, airmarking, taxation, safety regulation and law enforcement.

### Attention: S. F. Police

The San Francisco Police Department gets a plug in the April 10 issue of the Saturday Evening Post.

● **Titled "Diplomats with Handcuffs,"** the article deals with the activities of the local police.

The issue is now on the newsstands.

## Chamber-Merchants Conference



*Members of the San Francisco Chamber of Commerce staff and Irving and Sunset district merchants associations confer on mutual problems. Left to right: Joel Morris, president, Sunset Merchants Association; Harold B. Mills, public affairs manager of the Chamber; Paul R. Mills, president of the Chamber's Retail Merchants Association; R. T. Stephens of Pacific Gas & Electric Company; and Fraser Cudworth, president of Irving Street Merchants and Improvement Association.*

## Pan American Week To Be Celebrated Here

The San Francisco Bay Area will pay tribute to its Spanish heritage and to its cultural and economic ties with Latin America during Pan American Week, April 11 to 17, according to an announcement by Mrs. Melvin A. Ostrom, chairman of Pan American Day Joint Committee.

● **Luncheons and dinner meetings**, folk dancing and musical program, school projects and radio shows are scheduled for the third annual observance of the Week.

As part of the program, a one-year paid scholarship to the University of Mexico will be offered to a qualified undergraduate or upper division student from one of the accredited Bay Area colleges or universities. Facility in Spanish is the only basic requirement for applicants, who will be screened by a committee of educators.

The Latin American Consular Corps will be guests of the World Trade Association of the San Francisco Chamber of Commerce at its April 12 meeting. Pan American relations will be discussed at the meeting.

## Police, Parking, Traffic Discussed by Merchants

A discussion of district problems, parking meters, police protection and traffic bottlenecks was featured at the weekly Chamber district luncheon Tuesday, April 6.

● **Members of the Fillmore Merchants and Improvement Association**, the Upper Fillmore Merchants Association and members of the Chamber's Board of Directors and staff attended the meeting.

Deputy Chief John Quigley and Police Captain Jack Eker answered questions regarding police protection in the district and traffic bottlenecks.

Louis B. Lundborg, Chamber general manager, spoke on Chamber activities as they relate to the districts.

P. R. Mills, president of the Retail Merchants Association of the Chamber, Matthew J. Boxer, president of the Fillmore Merchants and Improvement Association, and E. H. Neidholt, president of the Upper Fillmore Street Merchants Association, co-presided.

## 1947 Safest In S. F. Waterfront History

Last year was the safest in the history of the San Francisco Bay Area waterfronts in terms of injuries to dock workers, according to Frank P. Foisie, president, Waterfront Employers Association.

● "Compensable" injuries, causing absence of seven days or more from work, were one in 17,600 work hours, Foisie reports, making a total of almost 9 years in terms of the 40 hour week.

The official longshore compensable accident rate in 1947 was 56.8 compensable accidents per million man hours worked in Bay Area ports. Improvement over 1946 was exactly 10 per cent, the rate in that year being 66.8.

## Booklet Issued on Fireman's Fund History

"They Wouldn't Take Ashes For An Answer," history of the Fireman's Fund Insurance Company, which was organized in San Francisco 85 years ago, has just been issued by Fireman's Fund as its participation in the California Gold Centennial.

● The story was written by David Warren Ryder, San Francisco historian whose tale of Emperor Norton, part of Fireman's Fund booklet, "Storied San Francisco," appeared in the Saturday evening Post.

The 48-page booklet is illustrated with line drawings by Dan Adair.

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

**D-6930—CHARLES P. MCGOLDRICK**, 1437 Land Title Building, Philadelphia 10, Pa., business representative offers coverage of Philadelphia area for firms wishing procurement, purchasing, investigation, sales representation or similar services. Financial and industrial references offered.

**D-6931—M. C. WENTZ CO.**, 527 West Seventh St., Los Angeles 14, Calif., seeking representative to cover Northern California and parts of Nevada with their line of barbecue dinnerware and coordinated accessories of Western design.

**D-6932—THE OVERBROOK EGG NOG CORP.**, 32 South Hanover St., Baltimore 1, Md., desires sales agents to cover the Western States carrying their bottled egg nog mixture.

**D-6933—UNITED TAPE MILLS, INC.**, Lehigh-ton, Carbon County, Pa., seeking salesman in San Francisco area to carry their narrow fabric tape used in tying packages, asparagus, etc., on a commission basis.

**D-6934—MELETRON CORP.**, 950 N. Highland Ave., Hollywood 28, Calif., desires to contact manufacturers' agent in San Francisco with engineering experience to handle their pressure-actuated, explosion-proof switches.

## "Miss Maritime Day Of 1948"



Cecil Thomas, Chief Boatswain Mate, U. S. Coast Guard, points out spots of interest in San Francisco's harbor to Miss Joyce Tissot, who was recently chosen to preside as "Miss Maritime Day" over numerous Maritime Day functions on May 22. Maritime Day climaxes World Trade Week, May 16-22.



# Bay Region Business

PUBLISHED BY THE  
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, April 15, 1948

Number 16

## NOTES from the Chamber's WASHINGTON OFFICE

### • ECONOMIC COOPERATION ADMINISTRATION

Now that the Marshall Plan is law and Paul G. Hoffman has been appointed head of the Economic Cooperation Administration, American dollars will begin to flow rapidly. One billion dollars will be advanced by RFC to start the spending.

At the outset funds will be expended mainly for food, fertilizer and fuel. Food will include canned fruits and vegetables, dried fruits, fish, dried milk, dried eggs, and grains. California's agricultural economy should be benefited, since the Commodity Credit Corporation is directed to purchase as much surplus U. S. food, except grain, as feasible.

In most instances purchases for commodities, except food, are to be carried out through the private foreign importer and the American exporter. No encouragement will be given to the establishment of foreign government buying missions in the United States.

At least 50% of the freight is to be carried in U. S. ships. No provision is made for the chartering of any American merchant ships to the European nations, although attempts were made to have this done.

E. C. A. will serve mainly in the capacity of banker and "watch dog." The function of E. C. A. will be largely to insure that funds are used correctly and commodities are distributed properly to the recipient nations.

### • EXPORT ADVISORY COMMITTEE

On Friday, April 9th, the members of the Export Advisory Committee and the top officials of the Office of International Trade met in New York City to discuss the revisions in Export Bulletin 431. The committee members present represented the U. S. export industry. They discussed at length the proposed changes and revisions with the O. I. T. officials. The export industry has severely criticised Export Bulletin 431 since its issuance on January 1, 1948. The new changes planned should largely help to eliminate the opposition of the exporters. Under the revised bulletin, for example, O. I. T. will use price as a factor in considering an export license only when the stated price on the application is obviously excessive.

(Continued on page 4, column 2)

## New Area Helicopter Plant



Kenneth R. MacDonald, manager, Aviation Department, San Francisco Chamber of Commerce; Mrs. Stanley Hiller, Jr., and Stanley Hiller, Jr., president, United Helicopters, Inc., cut the tape opening the company's new plant at East Palo Alto. The United Helicopter plant is the only aircraft plant in the Bay Area and the only West Coast plant designed for helicopter production.

## 1947 Taxable Retail Sales 20% Above 1946 . . .

Taxable sales and amount of self-assessed retail sales for the San Francisco Bay Area for the calendar year 1947 amounted to \$2,932,412,080 or 27.6 per cent of the State total, according to a study made by the Research Department of the San Francisco Chamber of Com-

merce, based on a State Board of Equalization report.

• This represents a 20.77 per cent increase over 1946.

The San Francisco Peninsula sales amounted to \$1,746,374,760 or 59.55 per cent of the Bay Area total. East Bay sales amounted to \$954,371,280 or 32.55 per cent; and the North Bay accounted for \$231,666,040 or 7.9 per cent.

## Philippine Trade Trip Planned



Alvin C. Eichholz, manager, World Trade Department, San Francisco Chamber of Commerce; Judge Roberto Regala, Philippine Consul General for San Francisco; and W. P. Fuller Brawner, Chamber president, discuss plans for the Chamber's forthcoming trade trip to the Philippine Islands. Los Angeles, Portland and Seattle chambers have been invited to join the delegation.

## Brawner To Discuss S. F. Port Development

San Francisco port development will be discussed by W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce, before a joint luncheon meeting today of the Purchasing Agents Association and Golden Gate Paint, Varnish and Lacquer Club.

● The meeting will be held at the Palace Hotel.

Brawner will outline briefly a port development program, tied in with two phases—development of the port's natural resources and strengthening of trade relations with foreign countries.

He will also discuss what part purchasing agents can take in port development activities.

## U. S. Chamber Starts New Radio Series

The contribution made by American business to "more things for better living" is now being dramatized through a new series of radio programs sponsored by the Chamber of Commerce of the United States.

● Titled "Let Freedom Ring," the program, which was inaugurated April 6, is broadcast each Tuesday at 9:30 P. M. over Station KGO.

First program in the series portrayed the steel industry from the viewpoint of the workers on the production line.

## Schemes Featured On KQW Series . . .

Facts you should know about business schemes will be discussed Saturday, April 17, on the "Look Before You Weep" radio series of the San Francisco Chamber of Commerce.

● Co-sponsored by the Chamber and the

Better Business Bureau of San Francisco, the program is broadcast each Saturday from 6:15 to 6:30 P. M. over Station KQW.

Purpose of the series is to inform the public of current business schemes and swindles. Previous programs in the series have dealt with starting a business, and buying or building a home.

## Special World Trade Week Activities Announced For S. F.

Special events commemorating World Trade Week, May 16 to 22, were announced today by William F. Minehan, chairman of the World Trade Week Committee.

● "San Francisco plans to stage the greatest program for World Trade Week in its history," declared Minehan. "Every organization and facility in the city is cooperating to make the occasion a significant one."

Special luncheons sponsored by the World Trade Association of the San Francisco Chamber of Commerce, Junior Chamber of Commerce, California Manufacturers Association, Advertising Club and Propeller Club will be held throughout the week. The Rotary Club will feature a World Trade Week theme at their meeting during the week. Speakers will include John Abbink, president of Business Publishers International Corporation, and Dr. Fred D. Fagg, Jr., president of the University of Southern California and chairman of the California State Aeronautics Commission.

Open house will be held at San Francisco Airport, featuring airlines displays and courtesy flights. Open house will also be held on board the U. S. Maritime Academy ship "Golden Bear" on Maritime Day.

A parade with floats will also be held on Maritime Day, with a plaque being awarded to the best float. Both the Junior World Trade Association and YMCA will sponsor dances.

Major attraction of the week will be a World Trade Exposition in the Ferry Building, featuring exhibits by consular offices, import-export firms, shipping companies and other allied industries.

Firms wishing to display posters and stickers can obtain them from the World Trade Department of the San Francisco Chamber of Commerce, EXbrook 2-4511, Extension 88.

## Register Before April 23

All employers were urged today by the Joint Citizens Committee for Registration to advise their employees that April 22 is the deadline for San Franciscans to register to vote.

● A person must re-register if he did not vote in the 1946 primary or general election, or if he has changed his street address or name.



# "SAN FRANCISCO AND AIR TRANSPORTATION"

A talk by

**W. A. PATTERSON**

*President, United Air Lines*

At Luncheon in the  
Commercial Club  
Thursday, April 29, 1948

**SPONSORED BY:**  
**SAN FRANCISCO CHAMBER OF COMMERCE**  
**SAN FRANCISCO COMMERCIAL CLUB**

*Please*  
*Make Your*  
*Reservations*  
*EARLY!*

Price—\$2.00 per plate  
(tax included)

**SAN FRANCISCO CHAMBER OF COMMERCE**  
333 Pine Street, San Francisco 4, California

Please reserve.....places(s) for me at \$2.00 each  
at luncheon honoring W. A. Patterson on Thursday, April 29, 1948,  
in the San Francisco Commercial Club, at 12 noon.

*(Kindly enclose self-addressed envelope for forwarding tickets.)*  
*(Telephone reservations accepted.)*

Name.....

CHECK  
ENCLOSED

Firm.....

Address.....

\$.....

## Law On Territories' Export Declarations Has Been Repealed

Export declarations on shipments between the mainland and Hawaii and Alaska no longer need to be filed, it was learned today by the Washington Office of the San Francisco Chamber of Commerce.

President Truman has signed H. R. 3229, making effective a measure exempting those two territories from the cargo manifest law.

Since 1902 a law has been in effect requiring export declarations on shipments to and from these territories. Firms in the Hawaiian and Alaskan trade long have sought exemption repeal of the law, claiming that preparation of the declarations is tedious, difficult and costly.

The San Francisco Chamber of Commerce has long been active in seeking enactment of such legislation.

## Appeal for Salvage

San Franciscans were urged this week to contribute salvageable material to the Salvation Army during April 10 to 17.

● The Army is conducting a special appeal for increased material during that week. Henry J. Budde is chairman of the salvage week committee.

Commenting on the drive, Chamber President W. P. Fuller Brawner said, "All of us have salvage around the house that can be put to good use if given to the Salvation Army. The outstanding job done by this splendid organization is known to everyone. I am sure that the people of San Francisco will respond to this appeal in their usual generous fashion."

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

D-6935—CYCLONE MOTORS—Div. of Wilhack Co., 1128 Mission St., South Pasadena, Calif., seeking a San Francisco dealer for the motorcycle scooter which they manufacture.

D-6936—CLARENCE H. LAM, Liberty Sales, Honolulu, Contact c/o Domestic Trade Dept., San Francisco Chamber of Commerce. Mr. Lam, a general merchandise broker, currently in the States and before returning to Islands is interested in talking to producers of the following types of merchandise who want distribution in the Islands: food specialties; frozen and dried seafood; paper products such as cups, wrapping paper, napkins, bags, etc.; and specialties of almost any nature.

## Fillmore Merchants Meet With Chamber



Shown viewing a sketch of Fillmore District lighting are Louis B. Lundborg, general manager of the Chamber; Otto Van Dyu, vice president, Upper Fillmore Merchants Association; Matthew J. Boxer, president, Fillmore Merchants and Improvement Association; and P. R. Mills, president of the Chamber's Retail Merchants Association. Occasion was a recent meeting of Chamber executives and district merchants.

## Lurline Sails At Noon Today . . .

Sailing of the new S.S. Lurline Thursday, April 15 will mark a "high spot in the history of luxury travel to Hawaii," W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce, said today.

● The Lurline is the largest privately owned U. S. passenger liner afloat and has been re-built at a cost of more than 18-million dollars.

"To pay fitting tribute to the vessel when she sails Thursday noon, all San Francisco business firms are being asked to blow building horns at 12 o'clock," Brawner said.

The Lurline sails from pier 32 at noon and should pass under the Golden Gate Bridge about 12:00 according to officials of the Matson Navigation Company, owners of the ship.

The ship can be seen from the waterfront area, the Marina or the Golden Gate Bridge.

## Washington Notes . . .

The new bulletin replacing 431 will become effective on or about May 1, 1948. Alexander von Hafften, Manager of the Washington office, represented the San Francisco Chamber of Commerce at this meeting.

## C. OF C. REPRESENTATIVE AT SUPERVISORS' MEETING

Attending the Board of Supervisors meeting Monday, April 12, was:

Vern A. Culver, member San Francisco Chamber Board.





# Bay Region Business

PUBLISHED BY THE  
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, April 22, 1948

Number 17

## NOTES from the Chamber's WASHINGTON OFFICE

### ● U.S. CHAMBER ANNUAL MEETING

The Thirty-sixth Annual Meeting of the United States Chamber of Commerce will be held in Washington April 26 through April 29. An outstanding group of the Nation's top business and government leaders will address the 2,000 delegates during the four day conclave.

On Monday evening, April 26, the San Francisco Chamber of Commerce together with seven other Chambers have invited California's Senators, Representatives, Government Officials, and Press representatives to be their guests at a State Dinner. Congressmen Clarence F. Lea and Alfred J. Elliott, who are both retiring from the House of Representatives at the end of this Session, will be honored for their long and distinguished service to the Nation and to the State of California. San Francisco Chamber members who are in Washington on this date are most welcome and should make their dinner reservations through the Chamber's Washington Office.

### ● ECONOMY OF JAPAN

Recently a selected group of U. S. business executives including Paul G. Hoffman visited Japan and Korea at the request of Secretary of the Army Kenneth C. Royall. They spent three weeks studying the occupation problems resulting from the defeat of Japan.

Since the surrender of Japan 2½ years ago, the military costs of occupation have been borne by the United States. We have also provided food and other relief supplies to keep the Japanese people alive. Approximately \$400,000,000 is the annual cost of these relief supplies.

Japan has been stripped of her empire and she no longer has food and raw material resources under her control as she once had. These resources formerly contributed to Japan's prosperity. Today Japan is only producing 80% of her food supply and her population of 80,000,000 is increasing at the rate of one million per year.

Because Japan lacks raw materials her industrial production is only 40% of what it was in 1933. For example, her coal production is inadequate. The coal mined in Japan is low grade coking coal. The Communists have seized most of the

(Continued on page 4, column 2)

## Aid By Businessmen Urged In Port Development Program

Aid by individual businessmen was declared by W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce, as one of the most important factors in development of commerce through San Francisco's port.

### National Defense Needs Stressed At Air Policy Conference

National defense problems were emphasized at the recent California Air Policy Conference, according to Kenneth R. MacDonald, manager of the Aviation Department of the San Francisco Chamber of Commerce.

● MacDonald this week returned from Los Angeles, where he attended the three-day meeting of military aviation leaders and aviation industry representatives.

Inability of the Navy's present air force to maintain sustained fighting operations was revealed by Assistant Secretary of the Navy Mark Edwin Andrews, who explained that the Navy's new aircraft procurement program will call for 14,500 planes to implement its present force of 1,170 planes.

General Hoyt S. Vandenberg, new Air Force chief, pointed out that it will be 1950 before the U.S. can achieve an effective air arm. He revealed that the Air Force is planning the development of heavy bombers of the B-36 type, relegating Superfortresses to the role of medium bomber.

● Keynote of the convention was sounded by retired Navy Captain Leland D. Webb, vice-president of the Aircraft Industries Association, who warned that development of an efficient air force necessitated careful, long-range research, development and production.

Necessity for financing basic research by the Government was agreed upon by the speakers, although it was added that industry should follow up with practical application of research results.

The problems of reconverting plants to handle any emergency need and meeting production and labor demands

(Continued on page 4, column 2)

● Speaking before a joint luncheon meeting of the Purchasing Agents of Northern California and the Golden Gate Paint, Varnish and Lacquer Club in the Palace Hotel, Brawner pointed out that the loss in port tonnage here since 1930 necessitates a full-scale port promotion program.

In outlining reasons behind this tonnage loss, Brawner cited labor difficulties, competition with railways and truck lines, and effects of the war as important factors, but declared that multiplicity of port ownerships, delays in billing, and accessorial charges had done more to lose shipping traffic for the port than any other factor.

Pointing to the successful program being conducted by the Chamber in improving relations with Pacific countries through trade development trips, the Chamber president called upon individual businessmen to add their share to this program by specifying use of the San Francisco port in routing of their own products and by strengthening their own business relations with foreign countries.

"Collectively, these individual aids can be of tremendous importance in developing port activities," he declared.

## S.F.-Alaska Steamer Sailing Announced Here

The first direct sailing from San Francisco to southeastern Alaska ports in many years will be made on May 2.

● On that date the S.S. Clove Hitch of the Alaska Transportation Company will sail from San Francisco via Portland and Seattle, according to an announcement by Olympic Steamship Company, San Francisco agents for the Alaska Transportation Company.

This marks the first direct sailing by a general cargo vessel for many years. It will not be a regular service.

## A. M. A. Holding Packaging Show In Cleveland This Month

The Packaging Exposition and Conference of the American Management Association will be held in Cleveland, April 26 through 30, according to an announcement by Association President Alvin E. Dodd.

● Numerous aspects of packaging, packing and shipping, warehousing methods, prevention of damage in transit, specification, and packaging of perishables will be discussed at the Conference. Around 200 exhibitors will display the latest in packaging machinery, materials, design and services.

Commenting on the Conference and Exposition, G. L. Fox, manager, Industrial Department, San Francisco Chamber of Commerce, said, "An encouraging number of Bay Area firms will be attending this event. This is further indication that progressive packaging has been at the root of California's success in merchandising food products throughout the world."

## Pan American League Offering Scholarship

An opportunity to advance Pan American cultural relationships is being offered to a Bay Area college student by the San Francisco Chapter of Pan American League.

● Mrs. Melvin A. Ostrom, president of the League, has announced the establishment of a one-year, paid scholarship to the University of Mexico for a qualified undergraduate or upper division student, male or female, from one of the accredited Bay Area colleges and universities.

The scholarship, first in a series to be awarded from time to time, is being granted with the cooperation of the U. S. Office of Education. Its availability to a Bay Area student is part of the eighteenth annual observance of Pan American Week, April 11-17, under auspices of Pan American Day Joint Committee. The Pan American League, together with other cultural and trade groups, comprise the joint committee of which Mrs. Ostrom is chairman.

"No restriction is being made as to the studies to be undertaken at the University of Mexico," Mrs. Ostrom stated, "although preference will be given to applicants whose studies will contribute toward the cementing of inter-cultural relations between nations of the Western Hemisphere. Facility with the Spanish language is the only basic requirement."

Each of the Bay Area colleges and universities has been invited to select prime and secondary candidates for the scholarship. At an early date these will be screened by a committee of educators and the winner chosen by competition.

## Eastern Industry Interested In Bay Area Advantages, Says Fox

The San Francisco Bay Region is regarded by eastern civic and industrial leaders as one of the most promising in the nation.

● This was revealed this week by G. L. Fox, manager of the Industrial Department of the San Francisco Chamber of Commerce, upon his return

from a trip East where he attended a meeting of the American Industrial Development Council in Washington, D. C. and conferred with eastern industrial and civic leaders.

Fox emphasized that important work must be done, however, to provide employment for the area's vast population increase and to accomplish the coordinated urban development projects which will make it possible to take advantage of the region's superior natural attributes.

"Manufacturers who have not yet established factories in California are eager to have up-to-the-minute analyses of the significance of recent freight rate increases, the magnitude of the western market, availability of labor under post-war conditions, and other subjects," he said.

Necessity for correcting several deficiencies in our industrial picture was emphasized by Fox, who pointed out that the Bay Region is regarded as deficient in the availability of low cost industrial water.

"The greatest gap in California's manufacturing structure, however, is in the production of textiles," he declared.

"Leaders in the industry are being informed of the availability of raw materials in this state and about our growing textile market."

Fox added that negotiations have been undertaken with several groups concerning establishment of plants in this region.

## England, France Sign For World Trade Show

The San Francisco consular offices of both Great Britain and France have authorized exhibits for the World Trade Exposition to be held in the Ferry Building the week of May 16-22 as part of this city's celebration of World Trade Week.

● "The displays representing these two countries will play an important part in educating every San Franciscan to the importance of world trade to this city," William F. Minehan, chairman of the World Trade Week Committee, said.

"The participation of Great Britain and France has already greatly increased the interest of other countries, as well as private firms, in having exhibits in the Ferry Building show," Minehan commented.

## Wm. Patterson To Speak At Chamber Luncheon April 29

William A. Patterson, president of United Air Lines, will discuss "San Francisco and Air Transportation" at a luncheon at the San Francisco Commercial Club, Thursday, April 29, it was announced today by W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce.

● The luncheon is being co-sponsored by the Chamber and the Commercial Club.

Patterson is in San Francisco to dedicate United's new maintenance base at S. F. Airport.

President of United Air Lines since 1934, Patterson entered the aviation field in 1914, as a clerk. From 1927-29 he handled the Pacific Air Transport account for San Francisco's Wells Fargo Bank. In 1929 he was elected vice president of Boeing Air Transport, leaving that company in 1931 to take over the job of vice president of United.

Patterson is a member of the Chamber of Commerce of the United States, Chicago Association of Commerce, Union League Club, Chicago Commonwealth, Chicago Athletic Club, and San Francisco's Bohemian Club.

## Sports, Travel and Boat Show Slated for S. F.

Opening of San Francisco's third annual Sports, Travel and Boat Show in Civic Auditorium on April 30 was announced this week by Thomas A. Short, president of the Associated Boat Industries of Northern California, sponsors of the event.

● The West Coast's biggest boat show and California's only boat show, the event will run through May 9. Boat and marine equipment to be displayed is the largest ever assembled west of Chicago, according to Short.

Opening night of the exposition will be "Yachtsmen's Night", with Commodores from every yacht club in Northern California present. A huge floor show, centering around an indoor lake in the center of the Civic Auditorium, will be presented twice daily. Boats will be floated in this 30 by 10 foot lake and demonstrated for the audience.

# Chamber Continues Drive For Pillar Point Breakwater

Construction of a Pillar Point breakwater in the Half Moon Bay Area was again urged today by the San Francisco Chamber of Commerce.

● The project has been approved by the Board of Engineers for Rivers and Harbors, and is now being considered for inclusion in the Rivers and Harbors Authorization Bill by the Committee on Public Works of the House of Representatives.

Testimony supporting the project was presented by the Chamber at hearings of the U. S. Army's District Engineer and of the Board of Engineers for Rivers and Harbors in Washington, D. C. last December.

The project calls for construction of a breakwater extending 2,500 feet south from Pillar Point with an eastern arm of 2,000 feet. A second breakwater would extend 4,400 feet from shore, leaving a gap of 1,000 feet for a harbor entrance.

● Lack of harbors for small craft between San Francisco and Monterey was cited by Walter A. Rohde, manager of the Chamber's Transportation Department, as a source of inconvenience and danger in bad weather to both fishing boats and pleasure craft.

"The two proposed breakwaters would be of immense benefit to the commercial and sport fishing fleets, being within easy reach of prolific fishing grounds," Rohde said. "Boats would be able to devote five additional days per month to actual fishing, a practice which is impossible now because of the length of time required to reach the fishing grounds from the boat harbors at San Francisco and Monterey."

Rohde also pointed out that bathing and other recreational facilities on the Coast between San Francisco and Monterey are limited because of dangerous surf conditions.

"The proposed harbor would provide approximately two miles of protected beach and stimulate the development of other forms of recreation in the area," he declared.

Letters expressing the Chamber's views have been sent to Representative George A. Dondero, chairman of the House Committee on Public Works, and to California Congressional Representatives who are members of the Committee.

## Latest Toys and Juvenile Goods To Be Displayed

Toy and juvenile goods exhibitors in San Francisco's Western Merchandise Mart will sponsor a special showing of new merchandise during an "At Home Week" to be held from Sunday, June 6 through Friday, June 11, according to an announcement by Kenneth L. Stedman, chairman of the exhibitors' committee.

## Purchases Increase

### State's Independent Retail Sales Show Gains . . .

Independent retail store sales continued to show moderate gains throughout California cities during the first two months of the year, according to an analysis released today by the Research Department of the San Francisco Chamber of Commerce.

● The analysis was based on a sample survey by the Bureau of the Census. Alameda led all Bay Area cities reporting a gain of 14 per cent over last year, and Alhambra led all cities reporting in the State with a gain of 16 per cent.

Sales for Berkeley and Oakland were up 7 per cent; Richmond 2 per cent; San Francisco 4 per cent; Vallejo 4 per cent; and Sacramento 2 per cent. Sales in Stockton were off 6 per cent. Sales in Los Angeles were up 2 per cent; San Diego 11 per cent; Santa Barbara 6 per cent; Glendale 6 per cent; and Riverside 2 per cent.

● Sales in San Francisco for the two months by principal groups, compared to the same period last year, were as follows: general merchandise up 3 per cent; apparel 2 per cent; furniture and household furnishings 9 per cent; lumber and building, hardware 18 per cent; automotive group 20 per cent; filling stations 17 per cent; and jewelry stores 2 per cent.

In the following group, sales were below last year: food group off 2 per cent; eating and drinking places 5 per cent; drug stores 11 per cent; liquor stores 15 per cent; cigar stores 8 per cent; and florists off 11 per cent.

## Coast Wholesale Sales Up 4 Per Cent . . .

Pacific Coast wholesale sales during the first two months of 1948 were up 4 per cent above the same period last year, according to a report released today by the Research Department of the San Francisco Chamber of Commerce.

● The Chamber report was based on a survey of 336 firms by the Bureau of the Census.

Sales increases in other sections of the nation were as follows: New England 2 per cent; Middle Atlantic 5 per cent; South Atlantic 8 per cent; East North Central 8 per cent; West North Central 9 per cent; East South Central 4 per cent; West South Central 10 per cent; and the Mountain Region 7 per cent. Sales in the nation during the same period were up 8 per cent.

In the Pacific Region the trend of dollar sales this year compared to a year ago for Major groups was as follows:

Group	PER CENT CHANGE		
	Feb. 1948 and Feb. 1947	Feb. 1948 from Jan. 1948	2 mos. 1948 from 2 mos. 1947
Automotive Supplies.....	-19	2	-19
Electrical—full line.....	-22	7	-28
Furniture and House Furnishings.....	20	14	9
Hardware.....	-2	3	-3
Jewelry.....	5	40	37
Lumber and Building Supplies.....	28	6	34
Metals.....	17	14	10
Plumbing and Heating Supplies.....	2	0	-6
Clothing and Furnishings.....	-47	-2	-45
Drugs and Sundries.....	-7	-20	-27
Dry Goods.....	3	-9	5
Groceries—full line.....	-11	-21	-32
Tobacco Products.....	1	-2	-3

Bad debt losses of merchant wholesalers in the nation increased 76 per cent during 1947 over 1946, but represented only six one-hundredths of one per cent of total sales and seven one-hundredths of one per cent of the credit sales, according to a special study by the Bureau of the Census.

Listen To:

"LOOK BEFORE YOU WEEP"

Saturday, 6:15 p.m., KQW

## Congressional Views On E.R.P. Ship Chartering

Additional letters expressing views of California congressmen on the proposed chartering of 200 American vessels to foreign nations under the European Recovery Bill have been received by the San Francisco Chamber of Commerce.

● **The Chamber** recently urged the elimination of this provision in the bill. It has since been removed by a vote of the Foreign Affairs Committee of the House of Representatives.

● **Commented Representative Frank R. Havenner**, "I was glad to speak in support of the amendment to eliminate this provision."

● **Representative Bertrand W. Gearhart** stated, "... I made good use of the (Chamber) material in debate ..."

● **Wrote Representative Donald L. Jackson**, "I opposed this provision in the Foreign Affairs Committee ... With you, I feel that we must protect our American Merchant fleet, and I will devote every effort to this end."

## Bay Area Men In Conservation Group

Several Bay Area leaders in the conservation field have been appointed by Secretary of the Interior J. A. Krug to an advisory committee on American participation in the International Scientific Conservation Conference sponsored by the United Nations' Economic and Social Council.

● **The Conference**, which is tentatively set for May 16 to June 3, 1949, will be devoted to an exchange of ideas on the continuous development and widespread application of conservation and utilization practices to the world's natural resources.

Among those appointed to the committee are: A. L. Levorse, Dean, School of Earth Sciences, Stanford University; Arthur W. Sampson, Professor of Range Management, University of California; Carl O. Sauer, Department of Geography, University of California; and Paul S. Taylor, Professor, Agricultural Economics, University of California.

### C. OF C. REPRESENTATIVE AT SUPERVISORS' MEETING

Attending the Board of Supervisors' meeting Monday, April 19, was:

Robert Di Giorgio, assistant treasurer, San Francisco Chamber Board.

## Air Policy Conference ...

would be the responsibility of the aircraft industry, it was revealed.

In a discussion of private aviation problems, Robert W. F. Schmidt, regional superintendent of airports for the Civil Aeronautics Administration, pointed out that the U.S. needs 2,700 new civilian airports, and that 2,000 of the 5,900 existing airports must be improved within the next three years.

Of the 300 airports in California, 218 are either minimum or sub-standard, he maintains.

## Washington Notes ...

coal mines in China that formerly were available as a source of supply for Japan. As a result the U.S. Navy Bureau of Supply and Accounts is now calling for bids from American producers to supply coking coal for export to Japan in an effort to improve the poor quality and inadequate supply of Japanese coal by mixing it with high grade U.S. coking coal.

Although Japanese exports have been growing and totaled nearly \$200,000,000 in 1947, they must increase six or seven times to provide payment for the food and raw materials necessary to furnish the Japanese people with a tolerable standard of living and the import basis to sustain this volume of exports.

The Japanese people must endure drastic self-sacrifice and work long and hard to achieve recovery. The Department of the Army's program to accomplish a self-supporting economy for Japan is a primary objective of the occupation.

After their visit the U.S. business leaders were all convinced that it is imperative for our Nation to support the Army's program and thereby assist Japan to become self-supporting. If this is not accomplished, America will be called upon to continue relief indefinitely.

### TO SUBSCRIBERS

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If not, please tell our Public Relations Department about it.

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

D-6927—LOMA PLASTICS, INC., 1111 Foch St., Port Worth 11, Texas, seeking manufacturer's representative in San Francisco area to handle their line of plastic products including restaurant, household, shoe and large industrial plastics.

D-6938—HEWITT-ROBINS, INC., Restform Division, Buffalo 5, N. Y., desires to contact distributors or sales agents to handle their latex foam product used in the manufacture of mattresses and seating of all types including theatre and transportation.

D-6939—L. K. VAN LEER, P. O. Box 108, Glen Ridge, New Jersey, seeking a broker in San Francisco to sell their line of cocoa, chocolate, etc., to bakery, ice cream, fountain and confection trades.

D-6940—GEMIS ROOFING CO., 222 Spring St., Klamath Falls, Oregon, seeking a sales organization to handle their line of copper and aluminum liquid, metallic, fire-resistant, waterproof coatings used as protection for asphalt roofs, metal, masonry, fiber insulation boards, etc. Direct contact with architects, plant engineers and insulation buyers preferred.

D-6941—DANIEL L. MORRIS, 339 West 17th St., New York 11, N. Y., wholesale distributors offer complete coverage of New York area to local manufacturers wishing distribution of their products in that area.

D-6942—MAX L. WICKY, 1484 Merchandise Mart, Chicago 54, Ill., established manufacturers' agent, offers coverage of Chicago area to San Francisco manufacturers wishing representation in that area.

D-6943—ESTILL HOGG, 1303 9th Ave., Seattle 1, Wash., manufacturers' agent, offers coverage of State of Washington acting either as distributor or agent handling a staple line of commodities selling to the retail trade.

D-6944—DURST & SON, P. O. Box 11, Decatur, Georgia, experienced food brokers, offer coverage of State of Georgia to San Francisco food processors wishing distribution in that area.

D-6945—WALTER H. WEBER CO., 192 Lexington Ave., New York 16, N. Y., representing J. E. Mergott Co., desires to contact local manufacturers of metal, plastic, etc. products wishing nation distribution of their products to tobacco, drug, notion, novelty, stationery, chain stores. Complete advertising, promotional, mail answering and catalog services offered.

D-6946—MAHR MANUFACTURING CO., Division of Diamond Iron Works, Inc., Minneapolis 11, Minn., wishes to contact local manufacturer's representative to handle their line of industrial heating equipment including burners, blowers, furnaces, rivet heaters, torches, etc. Experience in industrial heating preferred.

D-6947—LEAVITT J. LANE, 2519 Whitney Ave., Hamden, Conn., manufacturer's agent, interested in contacting local firms wishing representation on the East Coast. Graduate mechanical engineer, experienced sales manager, and experienced in heating and air conditioning, automatic industrial controls some of the qualifications offered.

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# Bay Region Business

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## NOTES from the Chamber's WASHINGTON OFFICE

### • CHAMBER CONGRESSIONAL DINNER

On Monday evening, April 26, the San Francisco Chamber of Commerce together with eight other California Chambers sponsored a State Dinner for over 200 in the Nation's Capital. The guests of honor included California's Senators, Congressmen, government officials, press representatives, and distinguished business leaders from the Golden State.

Secretary of Agriculture Clinton P. Anderson paid special tribute to his close friend, Congressman Clarence F. Lea, who is retiring from public life after serving in the House of Representatives for thirty years. Henry J. Kaiser spoke concerning the tremendous growth of the West and the rapidly increasing importance of California to the nation's industrial economy.

Other prominent men present at the head table included Senator William F. Knowland, A. P. Giannini, Founder and Chairman, Bank of America; John E. Cushing, President, Matson Navigation Company; Delegate Joseph R. Farrington of Hawaii; Duncan Clarke, president, Central Bank of Oakland, and Harry Perrin, secretary, Matson Navigation Company. Walter J. Braunschweiger, Vice-President, Bank of America, served as toastmaster.

Arrangements for this banquet were handled by C. J. S. Williamson, Washington Manager, California State Chamber; Ronald Ketchum, Washington Representative, Los Angeles Chamber, and Alexander von Hafften, Manager, Washington Office, San Francisco Chamber of Commerce. Other sponsoring Chambers were Oakland, Sacramento, San Diego, Long Beach, Vallejo, and San Jose.

### • TAXATION OF FEDERAL PROPERTY

At a hearing last week before a Senate Interior and Insular Affairs Subcommittee in Washington the San Francisco Chamber of Commerce urged Congressional action to have the Federal Government carry its fair share of the cost of local government by the payment of taxes or contributions in lieu thereof.

The Chamber emphasized it welcomes the presence of Federal agencies in San Francisco and the millions of dollars in payrolls that flow into the city's economy from them. However, the Chamber contended that since the Federal installations receive benefits such as the city government, police, fire, and sanitary services, it is inequitable to saddle the local citizen and businessman with the entire cost of local government.

Testimony was also presented by representatives from the City and County of San Francisco and Alameda County.

## Chamber Seeks Withdrawal of SCAP from Japan Private Trade

Withdrawal of SCAP (Supreme Commander for the Allied Powers in Japan) from private trade was urged today by the Board of Directors of the San Francisco Chamber of Commerce.

• SCAP took over the functions of the U. S. Commercial Company, a federal agency, early in 1948 when the company discontinued its participation in Japanese foreign trade as a result of protests by importers and exporters in San Francisco.

### To Develop, Alaska Needs Statehood, Says Gov. Gruening

Alaskan development is entirely dependent upon statehood, according to Ernest Gruening, Governor of Alaska.

• Gruening made the statement this week at a press conference called by the San Francisco Chamber of Commerce. The Governor also was the guest at a luncheon given by the Chamber's Alaskan Affairs Committee.

Citing the difficulties of securing adequate roads, shipping and air facilities for the territory, the Governor asserted that statehood would give Alaska the equal rights and privileges necessary for development of the area.

Describing the discrimination through the years against Alaska as "scandalous," Gruening said that lack of voting representation in Washington prevented Alaska from getting a decent break on highway construction, maritime transportation, airlines and a long list of other advantages enjoyed by states.

• "Alaska, with one-fifth the area of the entire United States, would have received 300 million dollars in the last 25 years for Federal highways if she'd been a state. Instead, except for war construction, Alaska has had no money for road construction—only maintenance funds," Gruening said.

Sharply critical of water transport facilities, the Governor said:

"Alaska development is retarded by a monopoly that operates contrary to the Territory's best interests and against which Alaska is powerless without voting representation in Congress. The monopoly is seated in the city of Seattle and consists primarily of the shipping interests who charge unreasonably high freight rates for Alaska bound cargoes and, by promoting discriminatory legislation in Congress, block any moves to break the monopoly."

Dwight K. Grady, chairman of the Chamber's World Trade Committee which recommended the Board's action, said, "SCAP commercial activities are an unnecessary interference with private trading operations and retard Japanese-American trade resumption and expansion."

As examples of SCAP's commercial operations which are objectionable to traders, Grady pointed to SCAP pricing practices which, he said, do not conform to established trade practices.

• "The practices have resulted in prices for Japanese commodities being out of line with current price levels," he declared.

Grady continued, "Policies SCAP has followed in New York, such as offering large blocks of Japanese products prior to offering the same to private traders, have resulted in taking the cream off the market, thus eliminating the normal market that would exist for private importers."

Grady pointed out that Japanese and American businessmen are eager to undertake and develop export-import business, but are being seriously hampered.

"Unless Japanese private trade can be re-established, that country will continue to cost the United States \$300,000,000 annually for food alone, plus all other costs of our occupation," he said.

## West Portal And Lakeside Merchants Meet With Chamber

A discussion of district traffic problems highlighted the weekly Chamber - district luncheon Tuesday, April 27.

● The luncheon was held at the Town House, 2623 Ocean Avenue.

Members of the Lakeside Village Merchants Association, the West Portal Merchants Association and Chamber directors attended the meeting.

Chamber Director Henry B. King spoke on Chamber activities as they relate to the districts. Other Chamber directors who attended the meeting included James E. French, Jr.; Daniel E. Koshland, and R. J. Barbieri.

P. R. Mills, president of the Chamber's Retail Merchants Association; Sydney Seid, president of the Lakeside Village Merchants Association, and John E. Sullivan, president of the West Portal Merchants Association, co-presided.

## Pan American and Matson Sign Air-Sea Agreement

Signing of an interline agreement to promote combined air-sea travel between points served by the Matson Navigation Company and Pan American World Airways was revealed by the two companies this week.

● Under the agreement announced by Sidney G. Walton, vice-president of Matson, and Willis G. Lipscomb, vice-president of traffic and sales for Pan American, the sales and ticket facilities of each company will be at the disposal of the other.

Both executives stated their belief that this agreement would be of particular benefit in promoting air-sea travel between the mainland and Hawaii and between the United States and Australia and New Zealand.

The agreement stated the combination sea-air tickets can be purchased at any of the airways' or steamship lines' offices and from authorized travel agents.

# Extension Of Reciprocal Trade Agreements Urged by Chamber

Extension of the Reciprocal Trade Agreements program was urged today by the Board of Directors of the San Francisco Chamber of Commerce.

● This program, which expires June 12, 1948, was set up in 1934 as the

## Louis Lundborg To Speak At Utah Agricultural Meeting

Louis B. Lundborg, general manager of the San Francisco Chamber of Commerce, leaves next week for Salt Lake City, Utah, where he will speak at a meeting on business and agricultural relations, attended by leaders of the Salt Lake City Chamber of Commerce and Utah agricultural groups.

● Lundborg will serve as one of four moderators on a panel which will include Dr. Raymond W. Miller, dean of Public Relations, American Institute of Cooperation; Dr. Stanley Teele, Associate Dean, Harvard School of Business Administration, and Donald G. Shook, business manager of Look magazine and Cowles Magazines, Inc.

## Life Insurance Is Chamber Radio Topic

Facts you should know about life insurance will be discussed Saturday, May 1, on the "Look Before You Weep" radio series of the San Francisco Chamber of Commerce.

● Co-sponsored by the Chamber and the Better Business Bureau of San Francisco, the program is broadcast each Saturday from 5:15 to 5:30 p.m. over Station KQW.

Purpose of the series is to inform the public of current business schemes and swindles.

Previous programs have dealt with starting a business, buying or building a home, general business schemes, and the American business system.

● The latest program, which is sixth in the series, will be devoted to a discussion of essential facts which will help prospective purchasers of life insurance... factors of insurance, principal types of insurance, ways of settlement protecting beneficiaries, how to buy, unlicensed companies, and sources of information.

Free booklets on the subject of life insurance will be available to program listeners through the Bureau.

The program, which is based on case histories supplied by the Better Business Bureau, is prepared by the Chamber's Radio Bureau and features an interview with Muriel Tsvetkoff, manager of the San Francisco Better Business Bureau.

Trade Agreements Act to provide for reciprocal concessions in tariff rates and other matters. Extended by Congress periodically, the Act was renewed in 1945, and granted additional authority to effect reductions in United States tariff rates up to 50 per cent of the rates in effect on January 1, 1945.

A telegram signed by W. P. Fuller Brawner, president of the Chamber, and W. J. Gilstrap, president of the World Trade Association, went this week to California Congressmen and to Congressman Harold Knutson, chairman of the House Ways and Means Committee, urging that the earliest possible date be set for public hearings on renewal of the Act.

Brawner and Gilstrap pointed out that the considerable time consumed by these hearings necessitated their early start or the entire program would die from inaction.

● Formulation of a trade agreements program has been the object of Chamber action since 1932, when the organization adopted a policy calling for machinery for reciprocal concessions in tariff rates to revive and upbuild the nation's foreign commerce. Since Congressional establishment of this program in 1934, the Chamber has consistently endorsed its renewal.

In the Chamber's latest action, Dwight K. Grady, chairman of its World Trade Committee, declared that the Trade Agreements Act provides the best technique yet devised for obtaining tariff adjustments and removal of trade barriers to the advantage of United States domestic welfare and expanding world commerce.

"As the cornerstone of our nation's foreign economic policy, the Reciprocal Trade Agreements have offered great benefits to California's agriculture, industry, and shipping," Grady stated.

"They recognize the fundamental fact that trade is a two-way business and that our foreign commerce depends upon a balanced relationship between imports and exports."

He also maintained that protection of domestic industry against destructive competition from foreign goods is guaranteed in a clause provided for in a Presidential Executive Order issued February 25, 1947, which the Tariff Commission has authority to administer.

● Gilstrap declared that the Agreements implement the leadership of the United States in international cooperation for the restoration of a freer multilateral trade between all nations.

## March Industrial Projects Worth \$8,000,000

Over 8 million dollars will be expended on northern California and Bay Region industrial projects, according to March tabulations of the Chamber's Industrial Department. Nineteen new plants involving outlays of \$3,788,500 and 14 expansions costing \$4,326,000 were announced for a total of 33 projects to cost \$8,114,500.

● **The San Francisco Bay Region** (12 counties) accounted for 16 of the new plants aggregating \$1,663,500, and 12 expansions to spend \$4,226,000, a total of 28 projects which will require outlays of \$5,889,500.

San Francisco March developments accounted for 6 new plants and 6 expansions to aggregate \$453,500 and create 116 factory jobs.

Tabulations thus far this year (January, February, March) for San Francisco, the Bay Region and northern California are as follows:

<b>• San Francisco</b>			
21 expansions	\$ 3,481,000	383 new jobs	
16 new plants	698,500	139 new jobs	
<hr/>			
37 projects	\$ 4,179,500	522 new jobs	
<hr/>			
<b>• Bay Region</b>			
46 expansions	\$10,192,000		
61 new plants	6,394,600		
<hr/>			
107 projects	\$16,586,600		

### • Northern California

54 expansions	\$15,422,000
70 new plants	9,024,000

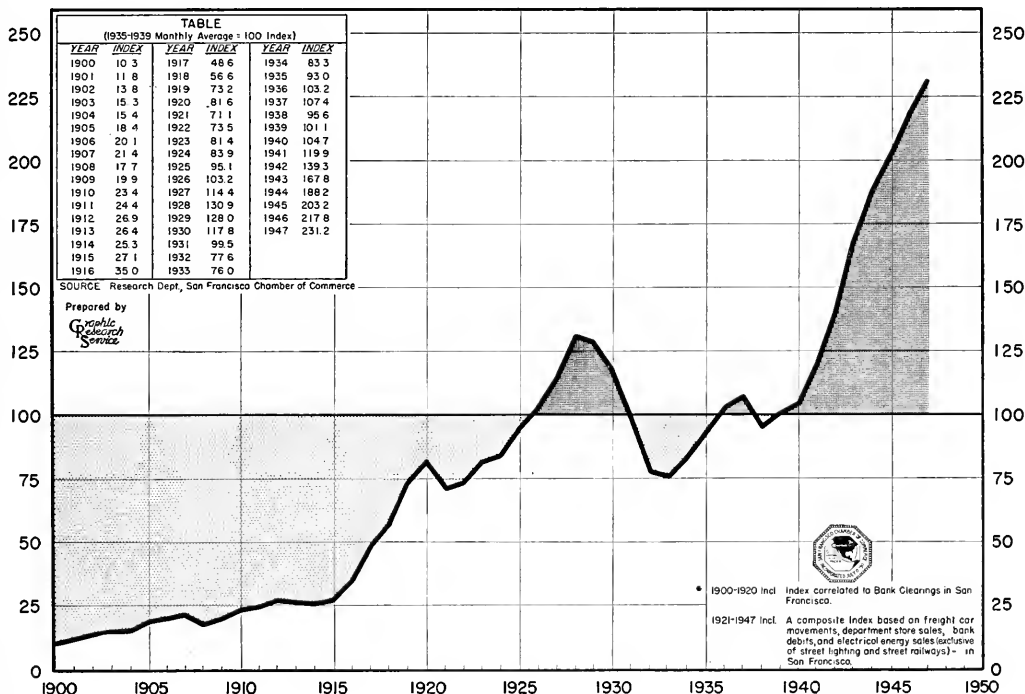
124 projects \$24,446,600

Among the new developments for March are:

- **Electric Manufacturing Company**, 34 Dore Street, San Francisco, as result of large contract to manufacture plastic keys for Burroughs Adding Machine Company, will spend \$100,000 on plant expansion to create 100 new jobs.
- **Feedstuffs Processing Company**, E. Iowa and N. 18th Street, San Francisco, will erect 18,700 square foot plant at cost of \$175,000 to manufacture vitamin supplements for livestock and poultry feeds.
- **Dow Chemical Company**, Pittsburg, California, is investing \$3,500,000 on large expansion of West Coast facilities. Expansion includes a new plant to manufacture xanthale and a new plant to manufacture caustic soda.
- **Beechnut Peking Company**, San Jose, started construction on \$150,000 factory addition to new baby food plant. Will add 12,450 square feet of floor space.
- **Masonite Corporation** plans new Pacific Coast headquarters in San Francisco, and will build multi-million dollar hardboard plant near Ukiah. Company will exercise option on 50,000 acres of timber near Albion, Mendocino County.
- **Permanente Metals Corporation**, Permanente, California, announced purchase of a German aluminum foil plant. Plant will be moved from Germany and installed this summer at Permanente for operation late in the fall.

## BUSINESS ACTIVITY—SAN FRANCISCO

1900-1947\*



## A Report From the Chamber's Research Department

### Rental Housing and Private Enterprise

The new multi-million dollar rental housing developments being projected by private enterprise in San Francisco will help to answer some of San Francisco's need for rental-type housing. While some interests are endeavoring to legislate new homes, at least two private corporations already have announced major projects which are well advanced in the planning stage, although final site plans have yet to be approved by local city officials, according to a recent check-up by the Research Department of the San Francisco Chamber of Commerce.

● **One of the projects** is the Parkmerced Manor housing development, in vicinity of Lake Merced, by the Metropolitan Life Insurance Company—which involves 1,896 new rental dwelling units in addition to the 1,360 units completed at the beginning of the war—making a total of 3,256 units in all. Another multi-million dollar project is the "Winston" housing development by Stoneson Development Corporation, which calls for nearly one thousand dwelling units, located just north of San Francisco State College. Plans for shopping districts and other commercial facilities are provided in connection with both of these projects.

These developments are particularly interesting in the face of persistent forces endeavoring to legislate housing—both in the State and Nation—seemingly unwilling to recognize that the number of dwelling units that can be produced in this country have been limited to existing production facilities.

Principal factors involved were pointed out by the San Francisco Chamber of Commerce representatives at State and National hearings during 1946 and 1947; and more recently the Chamber of Commerce of the United States issued a special bulletin on this subject. The factors causing bottlenecks, as stressed by both the local and national Chambers of Commerce, include:

● **Government regulation** on construction materials—in effect until June 30, 1947; material shortages, lack of skilled workmen, credit.

● **The housing industry** does not stand alone in the field of deficiencies resulting from the war. An excellent example of the effect of the war and the resulting conversion period on our economy, is available in the automobile industry. Despite their tremendous capacities and highly organized facilities, they have been unable to catch up with the backlog of demands for motor cars and serve the present market, principally because this industry has been confronted with some of the problems shared by the housing industry—material shortages, labor problems, etc. Again, the markets for the automobile and the home have a great deal in common, but in the case of the automobile—under normal market conditions, the families in the lower income bracket are the prospects in the used car market, but today even some of the families in the upper bracket cannot immediately avail themselves of a new car and are obliged to use their old car for a longer period—thus reducing the available supply of used cars in the market. To a great extent the same has been true in the housing field. There has been a shortage of housing for families in all income brackets since the beginning of the war. Thus, under normal conditions, the logical housing supply for the families in the lower income bracket should be found in the "used" home market, at least until less expensive new homes, like less expensive small, new automobiles, are available.

Private ownership of housing, whether for rental or owner occupancy, is a basic principle of our economy. Every effort should be made to maintain this principle in meeting our housing needs. In the last analysis, any housing provided by other than private initiative becomes a definite drain on all the people through sales taxes or other forms of taxes. According to the Bureau of the Census, about half the people in the Bay Area have acquired or are acquiring their own homes, but whether owner or tenants, there is no escaping the taxes which will be required to subsidize public housing.

### United Base Dedicated; Air Lines Head Speaking Here

William A. Patterson, president of United Air Lines, who will speak at a San Francisco Chamber of Commerce luncheon today, officiated at ceremonies yesterday dedicating the airline's newly-completed maintenance base.

● **Civic and airline officials**, headed by Governor Earl Warren and Mayor Elmer E. Robinson, attended the ceremony. The program also included an invitational tour of the base in the morning and a Hawaiian luncheon.

At today's luncheon co-sponsored by the Chamber and Commercial Club in the Club's dining room, Patterson will discuss "San Francisco and Air Transportation."

Tickets, which are \$2.00 each, can be obtained at the door of the dining room.

### Review Asked Of Panama Toll Increase

Possibility that the Administration-approved increase in Panama Canal tolls may not go into effect was seen this week when the Senate Appropriations Committee urged a review by the Administration of President Truman's proclamation imposing the increases.

● **A report** from the House Appropriations Committee had recommended adoption of a toll increase from 90 cents to one dollar per ton by the Senate Appropriations Committee. The San Francisco Chamber of Commerce, which has been active in the campaign for veto of the measure, had urged the Senate Committee to turn down the recommendation of the House Committee.

The Chamber maintained that the increase would greatly decrease or half interest on shipping through the Canal, since commercial traffic must now pay both maintenance costs and the three per cent annual interest charges on capital investment. Government vessels now pass through the Canal toll-free.

Increased operating costs and other factors have already cut the number of ships operating in this service.

While the Canal is considered a national defense asset, none of the costs are allocated to national defense.

#### C. OF C. REPRESENTATIVE AT SUPERVISORS' MEETING

Attending the Board of Supervisors' meeting Monday, April 26, was:

Henry Eickhoff, Jr., member, San Francisco Chamber Board.





# Bay Region Business

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Number 19

## Chamber Studying June Bond Issues

### Congress And Industry Meet



*Left to right: Congressman Clarence Lea, of the House of Representatives; Henry J. Kaiser, Western industrialist; A. P. Giannini, founder and chairman of the board, Bank of America; and Alexander von Hoffen, manager, Washington Office, San Francisco Chamber of Commerce. Occasion was a dinner given by the Chamber and eight other California Chambers honoring the California delegation and Congressman Lea, who is retiring from public life.*

A series of Chamber meetings are in progress this week and next week to discuss \$104,950,000 worth of bonds which will appear on the June 1st ballot, according to an announcement by Chamber President W. P. Fuller Brawner.

● **Pros and cons** of each bond issue will be presented at joint meetings of the Chamber's Civic Projects Committee, Municipal Affairs Committee, Traffic and Highway Committee and Tax Committee.

**First meeting** in the series was held April 30 and dealt with the proposed 87 million dollar school bond issues. The second meeting which was held yesterday, was devoted to a discussion of other bond issues on the June ballot.

Pointing out that the issues involved in the June bond measures affect every member of the community, Brawner said, "We are going to get all the facts available and place them before the community so that the voting citizen will be fully informed.

● "As a community organization composed of a diverse cross-section of San Francisco businessmen, parents and property owners, we feel it is our job as a Chamber of Commerce to develop all the pertinent facts necessary for a complete understanding of these issues," Brawner continued. "Our action in holding these hearings follows the traditional Chamber policy of requesting those groups interested in a controversial measure to state their respective positions before any Chamber decision is reached."

Brawner declared, "When San Franciscans have all of the facts on any public issue, they can always be depended upon to act wisely. That is in the American democratic tradition, and our past performance at the polls, in voting on ballot measures, has demonstrated the soundness of an informed electorate."

### "New Western Steel Prices Boon To West" - Merriman

Steel prices made effective this week by the Columbia Steel Company will stimulate long range industrial development in the West, according to Dwight L. Merriman, Chairman of the Industrial Development Committee of the San Francisco Chamber of Commerce.

● **Commencing May 1st**, base prices at Geneva, Utah, for steel products made there are at a parity with those for similar products produced by steel mills in the East, according to Merriman.

"Western base prices for steel equal to those prevailing in the East have been the objective of westerners concerned with industrial development for many years," Merriman declared. "Gradual re-

duction of the differential that has applied in the West has encouraged western industry.

"Now the elimination of the disparity between base prices at Geneva and in the East can be interpreted in two ways," Merriman continued. "First, it should stimulate the development of industries using steel in the fabrication of their products and, secondly, it demonstrates the fact that one of the most competently managed industrial groups in the world has concluded that heavy industries may be operated in the West on the basis of costs no higher than those experienced in the older established industrial centers."

# General Business Activity

**Thumb Nail Sketch: by the Research Department**

## ● TREND

General business activity in San Francisco during the first quarter recorded a modest increase of 2.8 per cent above the first quarter last year, as measured by our Index. March activity at 238.4 was practically identical to that of a year ago, but rose from the February level in accordance with the usual seasonal pattern, the increase amounting to 5.2 per cent.

First quarter reports on several fields of business activity in San Francisco reveal mixed trends. On "up side" were construction permits, particularly in residential field, where strong first quarter gains over last year were made with increases of 32 per cent in number and 56.3 per cent in value. Financial transactions, measured by bank debits, were up 7 per cent; postal receipts, 4.1 per cent; payrolls in the manufacturing industries, 5.8 per cent; wholesale trade group, 14.3 per cent; retail trade, 13.2 per cent, and hotels, 3.8 per cent. Retail department store sales, however, were practically identical to the first quarter of last year with a rise of 0.9 per cent. Electrical energy sales, though cut back through the power shortage, came through the first quarter 1.9 per cent above last year. Industrial and commercial gas sales were up 6.7 per cent; vehicular crossing over the Bay Bridge during the first quarter was up 4 per cent, and over the Golden Gate Bridge 12 per cent. Tourists' and settlers' written inquiries received at the Chamber rose 4.3 per cent in number; express shipments were up 7.2 per cent. The net registered tonnage of ship arrivals and departures were practically the same as last year. First quarter livestock slaughter was 7.1 per cent above last year, with cattle up 9.6 per cent, calves 50.8 per cent, sheep and lambs 8.9 per cent, while slaughter of hogs dropped 8.3 per cent.

On the "down side" during the first quarter compared to the same period last year were real estate sales, 4.4 per cent in number and 6.3 per cent in amount; Stock Exchange transactions 3.2 per cent in number and 2.7 per cent in market value. Employment placements in San Francisco dropped 15.3 per cent; freight car movements 23.2 per cent, and receipts of butter and poultry were lower than last year.

## ● CONSTRUCTION

Building permits reported in San Francisco during the first quarter numbering 2,441 and amounting to \$12,981,491, were up 17.4 per cent in number and 12.6 per cent in amount. Permits were valued at \$5,053,791 in March, the heaviest month this year. Residential permits accounted for 71 per cent of the total, and provided for 442 dwelling units, of which 294 were single-family units. Total dwelling units provided during the first quarter amounted to 1,082, of which 715 were single-family units, compared to 780 and 554, respectively, a year ago. March non-residential permits dropped

to 22 with value of \$445,577 and additions, alterations and repairs accounted for 535 permits valued at \$1,021,464. During March there were only 4 projects in excess of \$100,000. They included frame apartments \$302,000, providing 60 dwelling units; frame flats \$100,000, providing 8 dwelling units; 1 warehouse \$140,000, and alterations to a store costing \$111,607.

Real estate sales during March numbering 1,471 and valued at \$16,618,830 were 12 per cent below last March, but carried the first quarter cumulative to 4,483 sales amounting to \$31,828,995—or an increase of 4.1 per cent in number and 6.3 per cent in value. Mortgages and deeds of trust for the first quarter numbering 4,674 and valued at \$40,482,153 were off 1.5 per cent in number and 12.9 per cent in value.

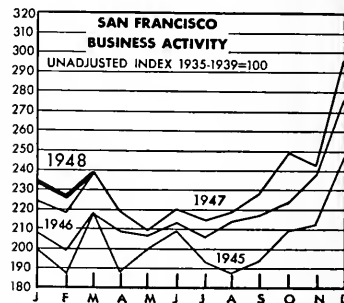
## ● FINANCE

Financial transactions in San Francisco during March, as measured by bank debits, amounted to \$2,297,584,000 and rose 3.1 per cent above last March and 6.8 per cent above February; the first quarter total of \$6,701,404,000 was 7 per cent above the same period last year. March postal receipts amounting to \$1,676,857 were up 19.3 per cent from last March and carried the first quarter total to \$4,551,109 for a gain of 4.1 per cent over first quarter last year. Stock Exchange transactions in March amounting to 1,036,295 shares with market value of \$13,938,661 made gains of 16.7 per cent in number and 4.1 per cent in market value; however, the first quarter transactions of 2,565,749 shares valued at \$39,847,682 were off 3.2 per cent in number and 2.7 per cent in market value compared to last year. There were only 3 commercial failures during March with liabilities of \$11,364 and assets of \$13,123; first quarter results reveal 16 failures with liabilities of \$238,049 and assets of \$119,288 compared to 11 with liabilities of \$238,416 and assets of \$153,675 for the same period last year.

## ● EMPLOYMENT

Total estimated persons looking for work in San Francisco at the beginning of April amounted to 29,200 persons, according to the California State Department of Employment. However, the total continued compensable claims for unemployment insurance for week ending April 1 in San Francisco accounted for about 40 per cent of the total unemployed and amounted to 12,145; of these 2,161 were from the commercial office; 2,472 from the industrial office; 1,261 from the Maritime office; 2,825 from the service office, and 3,426 from the skilled labor office, according to reports from the C.E.S.E. in its survey for March.

In the area served by the San Francisco offices of the C.E.S.E., they report there is now a normal downswing in employment which begins in February. This continued through March with the largest decreases occurring in the manufacturing, retail trade, transportation and government groups. In addition to the normal slack period in the apparel industry, a number of factors tended to depress over-all employment in other manufacturing groups. The chief of these was the power shortage in some cases; in others a reduced work week was inaugurated to permit the supply of power to be shared by all users. Major layoffs resulting from this action were in the chemical, prefabricated metals and electrical fields; unsettled labor conditions within the metal trades industry, shortage of materials such as textiles and sheet metal, and a loss of orders also contributed to increased unemployment.



Reports from 84 employers of 58,000 professional and commercial workers indicate no change in employment levels since January and with very little increase in staff anticipated for the next 60 days. The over-all picture, however, in the San Francisco Bay Area is quite similar to that of a year ago so far as relative position in the State, according to the latest reports for week ending April 15. The continued claims accounted for 19 per cent of the State total compared to 17 per cent last year; the veterans' continued claims were the same at 16 per cent—while the initial claims were actually below at 21 per cent of the State total compared to 27 per cent last year.

## ● TRADE

Federal Reserve Board of San Francisco reports for eleven San Francisco retail department stores indicate that March dollar sales were 2 per cent above last March and the first quarter sales up 3 per cent; while seven apparel stores reported gains of 6 and 5 per cent respectively. In the San Francisco-Oakland Metropolitan Area, reports from twenty department stores reveal sales for March and the first quarter both up 6 per cent, while fifteen apparel stores report sales gains of 4 per cent in March and 5 per cent during the first quarter. Department store sales in the Central Valley were up 11 and 12 per cent respectively, and in Southern California 3 and 2 per cent respectively, while the Twelfth Federal Reserve District sales were up 5 per cent in March and 12 per cent the first quarter.

Latest reports of independent retail store sales in San Francisco reveal an increase of 2 per cent in February over last February, with the 2 months' cumulative up 4 per cent. Pacific Coast merchants wholesalers sales during February (also latest available) were up 1 per cent over last February and 4 per cent for the two months cumulative, compared to the same period last year. (Detailed reports were included in Bay Region Business April 22, 1948.)

## ● MANUFACTURING

Employment of production workers in the manufacturing industries during the first quarter averaged 54.4 per cent below the same period last year, while payrolls were up 5.8 per cent. March workers totaled 114,400, of which 56,700 were in the non-durable and 57,700 in the durable group, compared to 56,200 non-durable and 58,700 durable in February and 54,500 in non-durable and 65,000 in durable group in March last year, according to the State Department of Industrial Re-

# Survey of Business Conditions in San Francisco

## March, 1948

BRANCH OF ACTIVITY	MARCH 1948	MARCH 1947	PER CENT CHANGE	3 MONTHS 1948	3 MONTHS 1947	PER CENT CHANGE
<b>GENERAL BUSINESS ACTIVITY</b> S. F. C. of C. Index 1935-39 Avg.=100.....	238.4	238.3	0.0	233.0	226.7	2.8
<b>CONSTRUCTION PERMITS</b>						
Total.....(number)	890	709	25.5	2,141	2,080	17.4
.....(value)	5,053,791	3,694,766	36.8	12,981,491	11,527,158	12.6
Residential, New.....(number)	333	195	70.8	851	644	32.1
.....(value)	3,586,750	1,920,850	86.7	8,828,562	5,648,090	56.3
Dwelling Units.....(number)	442	269	64.3	1,082	780	38.7
Single Family Dwellings, New.....(number)	294	163	80.4	715	554	29.1
.....(value)	2,608,450	1,286,100	102.8	6,148,262	4,242,690	44.9
Non-Residential, New.....(number)	22	17	29.4	69	62	11.3
.....(value)	445,577	515,000	-13.5	1,592,475	2,095,134	-24.0
Additions, Alterations and Repairs.....(number)	535	497	7.6	1,521	1,374	10.7
.....(value)	1,021,464	1,258,916	-18.9	2,560,454	3,783,934	-32.3
<b>REAL ESTATE</b>						
Sales.....(number)	1471	1676	-12.2	4483	4690	-4.4
.....(value)	16,618,840	18,988,803	-12.5	51,828,995	55,333,421	-6.3
Mortgages and Deeds of Trust.....(number)	1641	1685	-2.6	4674	4747	-1.5
.....(amount)	15,066,258	15,465,613	-2.6	40,482,153	46,491,546	-12.9
<b>RETAIL DEPARTMENT STORE SALES</b> San Francisco.....(index)	250	250	0.0	228	226	0.9
<b>FINANCE</b>						
Bank Debits.....(\$000)	2,297,584	2,229,462	3.1	6,701,404	6,265,658	7.0
Bank Clearings.....(\$000)	1,767,491	1,661,898	6.4	5,166,292	4,753,557	8.7
Postal Receipts.....(\$)	1,676,882	1,405,796	19.3	4,551,109	4,371,691	4.1
San Francisco Stock Exchange.....(no. shares traded)	1,036,295	887,934	16.7	2,865,749	2,670,022	-3.2
.....(market value)	13,938,661	13,385,959	4.1	39,847,602	40,565,256	-2.7
<b>COMMERCIAL FAILURES</b>						
Liabilities.....(number)	3	2	—	16	11	—
Assets.....(\$)	11,364	53,144	—	238,049	288,416	—
.....(value)	13,123	67,160	—	119,288	153,675	—
<b>EMPLOYMENT &amp; PAYROLLS—Bay Area (5 Co's.) (a)</b>						
Employment.....(index)	136.3	142.6	-4.4	137.9	142.8	-5.4
Payrolls.....(index)	257.6	254.9	1.1	267.0	252.4	5.8
<b>NON-MFG. INDUSTRIES—15 Co's. (a)</b>						
Laundries, Cleanings, Dyeing.....(payroll)	155.5	168.6	-7.8	161.0	170.8	-5.7
Wholesale Trade.....(payroll)	222.9	200.5	11.2	225.9	197.6	14.3
Retail Trade.....(payroll)	218.6	192.4	13.6	223.7	197.7	13.2
Hotels.....(payroll)	248.4	242.9	2.3	248.7	239.6	3.8
<b>PLACEMENTS IN SAN FRANCISCO—C.E.S.</b>						
.....(total)	2663	3178	-17.4	3114	10,320	-17.5
Industrial Placements.....(number)	1744	2068	-15.7	5913	7483	-21.0
Commercial Placements.....(number)	919	1047	-12.2	2828	2837	-0.3
<b>TRANSPORTATION</b>						
Freight Car Movements.....(number)	19,989	25,116	-20.4	55,102	71,779	-23.2
San Francisco Airport Traffic.....(no. planes)	5992	4,796	24.9	18,164	12,732	42.7
.....(no. passengers)	63,377	67,821	-6.6	172,587	172,402	0.1
Express Shipments—Rail.....(number)	254,980	308,066	-17.2	718,687	890,617	-19.3
Air.....(number)	21,247	19,182	10.8	56,067	52,297	7.2
Air Mail Loaded.....(pounds)	577,976	508,934	13.7	1,561,800	1,375,824	13.5
Air Express Loaded.....(pounds)	511,312	292,903	74.6	1,555,746	1,779,679	-88.4
Air Freight Loaded.....(pounds)	421,291	—	—	995,477	—	—
<b>WORLD TRADE &amp; WATERBORNE COMMERCE</b>						
Vessel Arrivals with Cargo.....(number)	307	321	-4.4	906	942	-3.8
.....(net registered tons)	1,464,141	1,498,592	-2.3	4,267,883	4,267,979	0.0
Vessel Departures with Cargo.....(number)	334	340	-1.8	986	942	4.2
.....(net registered tons)	1,553,931	1,556,883	-0.2	4,469,674	4,355,680	2.6
Exports—Value.....(d)	(d)	(d)	(d)	(d)	(d)	(d)
Imports—Value.....(d)	(d)	(d)	(d)	(d)	(d)	(d)
<b>UTILITIES</b>						
Electric Energy Sales Index.....(k.w.hrs.)	195	198	-1.5	214	210	1.9
Industrial and Commercial Gas Sales.....(cu.ft.)	1,423,350,600	1,168,760,100	21.8	3,834,664,200	3,593,729,000	6.7
Water Consumers.....(net gain)	197	307	-35.8	743	850	-10.5
<b>NEW DEVELOPMENTS</b>						
Tourist and Settler Inquiries.....(number)	701	627	11.8	1506	1444	4.3
Bay Bridge Vehicle Crossings.....(number)	2,164,865	2,097,644	3.2	6,230,170	5,983,018	4.1
Golden Gate Bridge Vehicle Crossings.....(number)	615,421	578,610	6.4	1,782,364	1,591,236	12.0
<b>DAIRY RECEIPTS, FRUITS &amp; VEGETABLES</b>						
Butter.....(pounds)	2,013,005	2,128,940	-5.3	4,985,896	5,292,084	-5.8
Cheese.....(pounds)	1,278,891	1,371,619	-6.8	4,300,359	4,225,797	1.8
Eggs.....(cases)	95,090	133,116	-27.9	282,456	343,757	-17.8
Poultry, Dressed.....(pounds)	1,751,900	1,443,853	21.3	4,002,784	4,905,248	-18.4
Fruits and Vegetables.....(carlots)	1697	1722	-1.5	4729	4767	-0.8
<b>LIVESTOCK SLAUGHTER (b)</b>						
.....(total number)	190,055	157,500	26.4	517,169	482,967	7.1
Cattle.....(number)	45,433	37,909	20.9	122,240	111,340	9.6
Calves.....(number)	17,501	11,225	55.9	49,508	30,713	50.8
Sheep and Lambs.....(number)	92,091	72,099	27.7	230,171	211,268	8.9
Hogs.....(number)	43,650	36,276	20.3	119,250	129,986	-8.3
<b>S. F. LIVING COSTS 1935-39 Avg.=100</b>						
Food.....(index)	215.3	199.5	7.9	215.5(e)	207.1(f)	4.1
Apparel.....(index)	191.7	178.5	7.4	186.6(e)	174.0(f)	7.2
Rent.....(index)	113.3	106.8	6.1	112.7(e)	106.7(f)	5.6
Fuel, Electricity and Ice (c).....(index)	82.8	82.5	0.0	82.7(e)	82.5(f)	0.0
Gas and Electricity.....(index)	72.7	11,225	55.9	49,508	30,713	50.8
Other Fuel and Ice.....(index)	120.5	116.4	5.1	119.3(e)	116.4(f)	2.5
House Furnishing Goods.....(index)	165.1	151.9	8.7	162.2(e)	150.4(f)	7.8
Miscellaneous.....(index)	156.6	148.0	5.8	154.7(e)	147.2(f)	5.1
All Items.....(index)	171.4	160.3	6.9	170.1(e)	160.4(f)	6.1

(a) These data are based on reports submitted to the Division of Labor Statistics and Research, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) Not available or survey.

(e) Average of Dec. 1947 and March 1948.

(f) Average Dec. 1946 and March 1947.

Acknowledgment is hereby made to Thomas Magee & Sons, Dun & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

## NOTES from the Chamber's WASHINGTON OFFICE

### ● RECIPROCAL TRADE HEARINGS

On May 3 hearings began on the question of extending the Reciprocal Trade Agreements Act (H. J. Res. 335) which expires June 12. A House Ways and Means subcommittee under the chairmanship of Congressman Bertrand W. Gearhart of California decided to conduct the hearings behind closed doors.

The San Francisco Chamber of Commerce recently took action favoring the renewal of the Act for three years. The opponents may agree to an extension of the Act for one year only with restrictive amendments. The decision to be taken by the 80th Congress on this issue will have an important bearing on the success of the European Recovery Program.

Last fall at Geneva the United States concluded a far reaching agreement under the Reciprocal Trade Act with 22 other nations. These countries transact three-fourths of all world trade. The important tariff concessions that were negotiated apply to nearly one-third of the imports of the participating nations and approximately one-half of all world imports.

The U. S. obtained tariff concessions under this Geneva Agreement on American products which in 1939, would have amounted to \$1.4 billion of American exports. Likewise, we granted concessions on \$500 million (1939 value) of commodities. \$1,259 million worth of products were frozen by the U. S. at 1945 levels. The concessions granted by the U. S. amounted to 78% of our 1939 imports.

Some of the products in California which received concessions were: aircraft and parts, automobiles and equipment, borax, canned fish, canned, dried, and fresh fruits, vegetables and preparations, cotton, motion pictures, petroleum products, processed milk, and rice. Those commodities in California on which concession were granted included: live cattle, pottery, unfinished petroleum oils, walnuts, and wool.

Unless foreign nations can sell products to the United States, they will be unable to have the dollars with which to purchase our goods and repay our loans.

### ● TAX EXEMPTION OF \$25,000 ON CORPORATE PROFITS

The House Small Business Committee has been conducting a nationwide survey among banks to determine if they favor a \$25,000 tax exemption on corporate profits. The Chairman of this committee, Walter C. Flosser of Missouri, has introduced H. R. 5818 authorizing such an exemption.

Banks think this change in the tax laws would be beneficial to small business by giving it capital it needs for expansion and improvement. The results so far indicate that 84% of the banks who have replied favor Flosser's bill, 13% are opposed to it, and 3% are "indefinite."

## MacArthur Answers S. F. Chamber Action On SCAP Trading

Following is the text of a telegram from General Douglas MacArthur to Dwight K. Grady, chairman of the World Trade Committee of the San Francisco Chamber of Commerce:

"My attention has just been called to your recommendation that the trade between Japan and foreign countries be completely restored to private hands. I agree with you most heartily and have publicly so stated. Governments normally have no place in private business. The trick, however, is how this can be accomplished with a defeated and occupied country. I know of no way except through a treaty of peace which I have been advocating for more than a year and will welcome your support.

"MACARTHUR."

Withdrawal of SCAP (Supreme Commander for the Allied Powers in Japan) from private trade was urged Wednesday, April 28, by the Board of Directors of the Chamber. Board action followed recommendation by the World Trade Committee headed by Grady.

At that time, Grady said: "SCAP commercial activities are an unnecessary interference with private trading operations and retard Japanese-American trade resumption and expansion."

The San Francisco Chamber in July, 1947, urged Secretary of State George C. Marshall to hold the Japanese Peace Conference in San Francisco. The Chamber was later advised by the State Department in March, 1948, that because of lack of agreement between interested countries it is unlikely that the Japanese Peace Conference will be called in the near future.

## Pollution Committee Resuming Hearings

Economic aspects of water supply and water pollution problems, to stimulate continued industrial growth in the San Francisco Bay Region, were stressed in a statement this week by G. L. Fox, Manager of the San Francisco Chamber's Industrial Department.

● Fox appeared at a hearing of the Assembly Fact-Finding Committee on Water Pollution at the request of Chairman Randal F. Hickey.

This committee resumed its hearings this week, the current sessions being held in the State Building at Oakland where representatives of industry, governmental agencies and sportsmen's groups are appearing.

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## Business Activity . . .

(Continued From Page 2, Col. 4)

lations. March average weekly earnings were \$58.16, compared to \$60.07 in February and \$55.18 last March. Average hourly earnings amounted to \$1.547 in March and \$1.551 in February and \$1.420 in March last year. Average hours worked per week in March were 37.6, compared to 38.7 in February and 38.9 last March.

San Francisco Bay Region during March accounted for 16 new plants aggregating outlays of \$1,663,500, and 12 expansions with outlays of \$1,226,000—making a total of 28 projects with outlays of \$5,889,500. San Francisco accounted for 6 of the new plants and 6 of the expansions, aggregating nearly one-half million dollars, according to the Chamber's Industrial Department.

### ● TRANSPORTATION

San Francisco Airport traffic during the first quarter, represented by 18,164 planes in and out and 718,687 passengers on and off, gained 42.7 per cent in number of planes but the number of passengers was practically identical to last year. Air mail loaded during the first quarter amounted to 1,561,800 pounds and air express loaded amounted to 1,355,746 pounds, representing increases of 13.5 and 88.4 per cent respectively. Air freight loaded reached nearly one million pounds during the first quarter.

Freight car movements in San Francisco during the first quarter totaled 35,102 compared to 21,779 last year. Freight car movements in the San Francisco-Oakland switching limits totaled 48,870 during March compared to 54,685 last year, and the total for the first quarter was 136,983 compared to 157,977 last year. First quarter ship arrivals numbered 906 with net registered tonnage of 4,267,883, compared to 942 with net registered tonnage of 4,267,979 last year. Departures numbered 945 with net registered tonnage of 4,469,674 compared to 986 with net registered tonnage of 4,355,680 last year. Bay Bridge vehicle crossings during the first quarter totaled 6,230,170—up 4.1 per cent over last year; and the Golden Gate Bridge totaled 1,782,361, or 12 per cent above last year.

### ● UTILITIES

First quarter industrial and commercial gas sales totaled 3,832,664,200 cubic feet, or 6.7 per cent over last year. Sales of electrical energy were up 1.9 per cent. Water consumers dropped 10.5 per cent.

### ● LIVING COSTS

The living cost index for all items in San Francisco on March 15 as reported by the U. S. Department of Labor was 171.4 or 6.9 per cent above March last year; food costs were up 7.9 per cent; clothing 7.4 per cent; rent 6.1 per cent; fuel and ice 3.5 per cent; house furnishings 8.7 per cent, and miscellaneous 5.8 per cent. There was no change in the cost of gas and electricity.

### C. OF C. REPRESENTATIVE AT SUPERVISORS' MEETING

Attending the Board of Supervisors' meeting Monday, May 3, was:

Milton H. Esberg, Jr., member, San Francisco Chamber Board.



# Bay Region Business

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SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

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Number 20

## NOTES

from the Chamber's

WASHINGTON OFFICE

### • AMERICAN MERCHANT MARINE MEETING

The Joint Committee for the American Merchant Marine held its May meeting aboard the S. S. Brazil last week. This 20,000 gross-ton liner, completely rebuilt and refurbished for the luxury New York-South American trade, put to sea from New York on a test run with several hundred guests on board, including Alexander von Hafften, Washington Manager of the San Francisco Chamber of Commerce, a member of the Joint Committee.

The S. S. Brazil made her last run as a commercial vessel in February, 1942. She then became a ship of war. For the past two years the S. S. Brazil has been undergoing the expensive reconversion in the yards of the Atlantic Basin Iron Works in Brooklyn now owned by the Blair Holdings Corporation. The liner's new look cost the government approximately \$9,000,000. This is the most extensive and costly conversion job ever recorded in the Port of New York. Moore-McCormack lines will operate the vessel in its "Good Neighbor" service between New York and South America.

The Joint Committee for the American Merchant Marine stressed methods and procedures whereby the public can be made more conscious of the need for a strong American merchant marine. At present the merchant marine is suffering from two serious weaknesses, according to some naval officials. One is a shortage of troop carriers and tankers which would seriously hamper the U. S. in the event of another war. It is thought that by converting all passenger carriers and utilizing the seventy transports now operated by the armed services, the combined troop carrying capacity would fall short of the total estimated requirements by a wide margin.

The second serious weakness in our merchant marine is the low level of employment in the shipbuilding industry in which there are now only 40,000 workers engaged. It is contended by these officials that this number should be increased fifty per cent in order to maintain the safety margin of skilled workers needed. During the last war it took three years to raise the employment rolls from 100,000 in 1940 to 1,300,000 required for maximum effectiveness.

## Pacific Region UNESCO Conference Opens Here Today

San Francisco will play host to the Pacific Regional Conference on UNESCO (United Nations Educational, Scientific and Cultural Organization) Thursday, Friday and Saturday of this week.

• Purpose of the conference is to obtain worldwide understanding be-

### Bill Establishing Minimum, Maximum Duty Rates Opposed

Opposition to pending legislation which would give authority to the United States Tariff Commission to establish maximum and minimum rates in Foreign Trade Agreements was voiced today by the Board of Directors of the San Francisco Chamber of Commerce.

• The Chamber maintains that this legislation would undermine the operation of the Trade Agreements Act and render it less effective by restricting the authority of the U. S. Government negotiators.

Dwight K. Grady, chairman of the Chamber's World Trade Committee, pointed out that the purpose served by this measure is already provided for in a clause included in the Trade Agreements by the President's Executive Order issued February 25, 1947.

"This clause guarantees adequate protection to domestic industry against destructive competition from foreign goods, with the Tariff Commission given authority to administer the provision," stated Grady.

"We believe that the President's directive gives sufficient guarantees to prevent any harm being done to any domestic industry or producer, and provides ample opportunity to present statements reporting such harm."

Commenting on a clause in the bill which provides that copies of each agreement shall be submitted to the House of Representatives and Senate immediately after negotiation Grady said, "We are in agreement with this recommendation, although it should be understood that ratification by Congress is not necessary, since the President is authorized to negotiate such agreements."

tween peoples. The regional meeting will bring together 3,000 delegates from California, Oregon, Washington, Idaho, Montana, Nevada, Arizona, Hawaii and Alaska.

Mrs. Henry Potter Russell is chairman of the convening committee.

Louis B. Lundborg, general manager of the San Francisco Chamber of Commerce, and Joseph Gates of the Junior Chamber are co-chairmen of the interest group luncheons program.

• Through major talks open to the public and private group sessions of the delegates, emphasis will be placed on bringing to the community level the reasons for having a UNESCO—and why active participation by every citizen is needed.

These are the three sessions open to the public to be held at the Opera House:

• Thursday, 2:30-5:00 p.m.—George V. Allen, assistant secretary of state in charge of the Voice of America broadcasts, will speak on "The Role of UNESCO in World Crisis"; Dr. William Carr of the National Education Association on "The Task of This Conference."

• Friday, 8:30-10:00 p.m.—Erwin Canham, editor of the Christian Science Monitor, on "Our Capacities to Meet World Crisis With Understanding"; Dr. Vera Dean, director of research for the Foreign Policy Association, on "Our Responsibilities in 1948."

• Saturday, 10 a.m. to noon—Dr. George V. Stoddard, president, University of Illinois, on "This Conference and Community Action"; Margaret Mead, anthropologist and author, "This Conference and Personal Responsibility."

## Filming Of State's Gold Mining Sought

Sponsorship of movie production of "The Story of Gold in California" by the California Centennials Commission or other agency was urged today by the Board of Directors of the San Francisco Chamber of Commerce.

● **Bert C. Austin**, chairman of the Chamber's Mining Committee, pointed out that representatives of the gold mining industry feel that insufficient attention and recognition has been given to the industry in connection with California Centennial celebrations.

"Production through the California Centennials Commission or other agency of a motion picture portraying the discovery of gold in California and its influence on the growth of the State and nation would be very constructive and arouse great public interest," he declared.

Production of the proposed film could be financed by some \$30,000 to \$75,000 of the two million dollars provided for the use of the California Centennials Commission, according to Austin.

He also pointed out that films on other industries have been sponsored by various companies and now constitute a film library circulated under the direction of the U. S. Bureau of Mines.

"The possibilities of producing such a film on gold mining have been reviewed by the State Division of Mines," Austin said, "and the agency has promised its hearty cooperation in the film's production and distribution."

## C. of C. Endorses Increase In Supervisors' Salaries

Proposed increase in Board of Supervisors' salaries to \$400 a month has received the endorsement of the Board of Directors of the San Francisco Chamber of Commerce.

● The proposal was endorsed by the Board upon the recommendation of its Municipal Affairs Committee.

The proposal, which will appear on the June 1 ballot, would increase to \$400 a month the present salary of \$200 a month for all members of the Board of Supervisors.

Pointing out that Supervisors have not had a salary increase since 1911, Belford Brown, vice-chairman of the Chamber's Municipal Affairs Committee, declared, "Almost every other County in the State pays its supervisors more money than does San Francisco. City employees, likewise, have had almost a 100 per cent salary increase since 1911."

"However, salaries of San Francisco Supervisors have remained stationary, in spite of the fact that the cost of living has skyrocketed since their last salary raise in 1911, and their responsibilities have increased, along with the amount of time they must devote to city affairs," he declared.

# Activities Announced For S. F. World Trade Week Observance

Many activities commemorating World Trade Week, May 16-22, have been scheduled by the World Trade Week Committee, Chairman William F. Minehan revealed today.

● A World Trade Exposition of imported and some local products and Seamen's Art Exhibit will open World Trade Week, Sunday, May 16. The Exposition will open at 2:00 p.m. and the Art Exhibit will be open between 11:00 a.m. and 10:00 p.m. daily.

Monday, May 17, will feature "International Trade Day." The morning will be devoted to a Bay Area Institute of World Trade attended by leaders in world trade, shipping and finance. Guest speaker will be William H. Draper, Jr., Undersecretary for the Army, who will discuss "Japan's Position in the Far East." As a feature of the Institute, a luncheon will be held at the Fairmont Hotel under the joint sponsorship of the World Trade Association, California Manufacturers Association, and the Bay Area Council. Speaker will be John Abbinck, chairman of the Board, McGraw-Hill International Corporation, who will discuss "Fact and Fancy in Foreign Trade."

"International Aviation Day" will be the feature of the Rotary Club's luncheon at the Palace Hotel, Tuesday, May 18. Dr. Fred D. Fagg, president of the University of Southern California, and chairman of the California State Aeronautics Commission, will be guest speaker, discussing "Aviation and International Trade."

● From 3:00 p.m. to 6:00 p.m. Tuesday, San Francisco Airport will hold open house, featuring exhibits by principal airlines and courtesy flights over the Bay Area.

On Wednesday, May 19, the San Francisco Advertising Club will feature "International Advertising Day" at its regular luncheon meeting at the Palace Hotel. As guest speaker of the day, General Robert H. Wylie, manager of the Port of San Francisco, will talk on "Building International Good Will."

On Thursday, May 20, "World Neighbor Day" will honor foreign government representatives in San Francisco and a delegation of Philippine businessmen who are arriving in San Francisco to participate in World Trade Week activities. Following morning conferences, the group, together with representatives of the Philippine Consulate and Philippine Chamber of Commerce, will be guests at a Fairmont Hotel luncheon sponsored by the San Francisco Junior Chamber of Commerce, the Senior Chamber of Commerce and World Trade Association. Chief speakers will be Mark Wood, president, American Broadcasting Company, and Florencio Reyes, chief delegate of the Philippine trade delegation.

● On Friday, May 21, the Oakland Naval Supply Base will hold open house from 9:00 a.m. to 3:30 p.m. At noon a Maritime Day luncheon will be held at the Commercial Club at which Governor Earl Warren will speak. That night on the World Affairs Council's regular radio program at 7:00 p.m. over KNBC John Abbinck, Chairman of the Board, McGraw-Hill International Corporation, will discuss "World Trade and Your Paycheck."

On National Maritime Day, Saturday, May 22, a parade will be held at 2:00 p.m. At 9:00 p.m. that night the Junior World Trade Association will hold a dance at the Ariel Rowing Club honoring foreign government representatives in San Francisco.

## Amendments To State's Off-Street Parking Laws Urged

Amendment of the state off-street parking law to relieve traffic congestion in the central business districts of California cities was urged today by the Board of Directors of the San Francisco Chamber of Commerce.

● The Board will ask the State Legislature to amend the state law to permit:

1. Leasing, renting or other incidental private uses of areas not needed for parking purposes, for purposes of concessions and other service to the public using such parking areas.

2. Renting or otherwise setting apart of portions of certain areas for the use of taxicabs, bns and other transit terminal facilities for the service of the public in such areas.

At present the law does not permit any private enterprise activities on off-street parking facilities.

● Action of the board followed a recommendation from the traffic and highway committee of the Chamber.

In the report to the Board, Henry E. North, chairman of the committee said: "In order to substantially relieve present downtown traffic congestion it is necessary that large off-street parking areas be created by public authority, conveniently near to central business districts. So that these areas may be of maximum use to the public and efficiently operated for this purpose, it is equally necessary that parts of such areas not needed for parking purposes may be leased, rented or otherwise devoted to incidental private uses of service to the public."

## Purchase Of Butano Forest Endorsed

Appropriation of \$100,000 toward acquisition of Butano Forest for use as a State Park was endorsed today by the Board of Directors of the San Francisco Chamber of Commerce.

● Now owned by a lumber company, Butano Forest will be logged off within the next year and its use for recreational facilities will be destroyed once commercial logging operations are begun.

The State Park Commission has set aside \$600,000 to be used, on a matching basis, for the purchase of Butano Forest. San Mateo County has offered its Memorial Park, valued at \$305,000, which adjoins the Forest. Alameda County has been asked for \$50,000 and the City and County of San Francisco for \$100,000, with the remaining funds to be obtained by private subscription.

# WORLD NEIGHBOR DAY

Honoring the San Francisco Consular Corps and the Philippine Trade Delegation

*featuring*

## MARK WOODS

*President, American Broadcasting Company*

speaking on

## "This Small World"

(A Closeup of Television)

*and*

## FLORENCIO REYES

*Head of Philippine Delegation*

Who Will Discuss

## "Philippine - American Commercial Outlook"

*At Luncheon in the  
Gold Room, Fairmont Hotel  
Thursday, May 20, 1948*

Sponsors:

SAN FRANCISCO JUNIOR CHAMBER OF COMMERCE  
SAN FRANCISCO CHAMBER OF COMMERCE

SAN FRANCISCO CHAMBER OF COMMERCE

333 Pine Street, San Francisco 4, California

Please reserve.....place(s) for me at \$2.25 each  
at luncheon featuring Mark Woods on Thursday, May 20, 1948 in the  
Fairmont Hotel, Gold Room, at 12 noon.

(Kindly enclose self-addressed envelope for forwarding tickets.)  
(Telephone reservations accepted.)

Name.....

Firm.....

Address.....

CHECK  
ENCLOSED

S.....

Reservations May Also Be Made Through the S. F. Junior Chamber of Commerce

*Please  
Make Your  
Reservations  
EARLY!*

Price—\$2.25 per plate  
(tax included)

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

**D-6948**—PROPULSION ENGINE CORPORATION, Seventh Street and White Eagle Road, Kansas City 15, Kansas, desires to locate a local distributor to cover Northern California and Nevada handling their line of gasoline utility engines, rotary lawn mowers, snow removals, scooters, etc.

**D-6949**—MINES EQUIPMENT COMPANY, 4215 Clayton Ave., St. Louis 10, Mo., interested in contacting local manufacturers' representatives to handle their line of electrical products, including various types of plugs, calling on large industrial and manufacturing firms.

**D-6950**—H. E. WILLMORE, Willmore Appliance Wholesalers, Box 4041, Albuquerque, New Mexico, manufacturer's agent, desires to contact local manufacturers of electrical, farm and home appliances, housewares wishing representation in New Mexico, Colorado, Arizona and Texas.

**D-6951**—MAJESTIC WAX COMPANY, 2139 Blake St., Denver, Colorado, seeking sales representative to handle their line of dust cloths calling on jobbers of hardware, automotive, grocery, janitor supplies and large oil companies, Commission basis.

**D-6952**—CAMERO LAMP & SHADE CORP., 37 East 21st St., New York 10, N. Y., seeking sales representatives to cover entire State of California to handle their line of table, boudoir and student lamps, calling on furniture, department, etc. stores. They also offer a mirrored furniture line of tables, mirrors, and glass credenzas.

**D-6953**—SAFEWAY, P. O. Box 72, Lumberton, N. C., wishes to contact a local manufacturer's agent now handling sporting goods or toy lines to handle their plastic safety-swimming tube.

**D-6954**—MODERN PRODUCTS CO., P. O. Box 156, Colorado Springs, Colorado, distributors now covering the State of Colorado selling to hardware, implement and lumber dealers looking for additional lines, preferable articles used in the operation of ranches.

**D-6955**—SHANNON & JOHNSON KNITTING MILLS, 120 Burrows St., San Francisco, Calif., seeking manufacturers' representatives in this area to handle their line of men's and boys' knitwear and knitted sport jackets calling on department and men's furnishing stores throughout the eleven Western states.

**D-6956**—R. L. ARNOLD PEN COMPANY, INC., Petersburg, Virginia, seeking a local manufacturer's representative to handle their line of fountain pens and mechanical pencils on the West Coast.

## Housewares Directory Is Now Available

Publication of the 1948 National Housewares directory has just been announced by Arthur J. Hitt, Directory Chairman.

● This year's edition has 500 pages, including 275 national advertisers and 5,000 manufacturers in the housewares and appliance fields.

Founded as a trade service in 1931, the book contains three directories: products, manufacturers with their representatives, and trade names.

Copies of the directory are available at \$6.00 each from Associated Pot & Kettle Clubs of America, 1355 Market, San Francisco.

Published weekly at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California, Leonard B. Gross, Editor, Telephone EXbrook 2-4511. (Subscription, One Dollar a year.) Entered as Second-Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

## Chamber Group Planning Fresno Trade Trip May 27

Members of the Board of Directors and Domestic Trade Committee of the San Francisco Chamber of Commerce will make a trade development trip to Fresno on Thursday, May 27, it was announced today by Chamber President W. P. Fuller Brawner.

● The delegation, which will be headed by Brawner and Vern A. Culver, chairman of the Domestic Trade Committee, is making the trip at the invitation of Joseph C. Kimble, president of the Fresno County Chamber of Commerce.

The trip will be made in a 21-passenger plane chartered from Southwest Airways.

Chamber members interested in participating in the program should contact Carroll Snyder, manager of the Chamber's Domestic Trade Department, EXbrook 2-4511. Since space is limited, reservations should be made as early as possible.

## Official Rate Of Exchange Sought Here

Pending legislation aimed at clarifying the procedure in evaluating foreign currency for customs purposes where dual or multiple exchange rates exist was endorsed today by the Board of Directors of the San Francisco Chamber of Commerce.

● In 1946 and 1947 the World Trade Committee of the Chamber recommended to the Winthrop-Aldrich National Advisory Committee on International Monetary and Financial Problems that the Tariff Act of 1930 be amended to require the publication of official rates of exchange.

It was maintained that for many years the lack of official exchange rates has prevented speedy clearance of imported merchandise through the U. S. Customs. Instances were cited where many transactions in foreign currencies had been pending five or more years, awaiting final clearance through U. S. Customs. This situation has not only effected hardships on importers, but discouraged imports of commodities from such countries, it was claimed.

Dwight K. Grady, chairman of the Chamber's World Trade Committee,

## HIGH SPOTS

SAN FRANCISCO  
CHAMBER OF COMMERCE  
CURRENT PROJECTS

May, 1948

### ● JUNE BOND ISSUES

Chamber scheduling series of meetings this month to hear pros and cons of proposed \$104,950,000 worth of bond issues to appear on June 1st ballot.

### ● RECIPROCAL TRADE AGREEMENTS

Chamber seeking extension of Reciprocal Trade Agreements program, with campaign underway to get early dates set for public hearings on renewal of Act.

### ● PHILIPPINE TRADE TRIP

Trip to Philippine Islands being planned by Chamber to develop trade relations between two countries.

### ● PANAMA CANAL TOLLS

Senate group seeking review of increase in Panama Canal tolls following campaign by Chamber and shipping groups to maintain present rates.

### ● SCAP TRADING

Withdrawal of SCAP (Supreme Commander for Allied Powers in Japan) from private trade being sought by Chamber on grounds it is federal interference with private trading expansion.

## YOUR CHAMBER WORKS FOR YOU

pointed out that legislation now pending in Congress provides for the clarification of the procedure in evaluating foreign currency for customs purposes where dual or multiple exchange rates exist.

"The approval of this legislation would do much to clarify this unsatisfactory situation and clear up many pending cases," he declared, "making it possible for importers to negotiate business, knowing exactly what currency rates will be used in the assessment of duties."

Grady's committee also recommended that provision be made in enactment of the bill for the rate-fixing function to be performed by monetary and economic experts outside the Customs Service.

### C. OF C. REPRESENTATIVE AT SUPERVISORS' MEETING

Attending the Board of Supervisors' Meeting Monday, May 10, was:

● J. A. Folger, member, San Francisco Chamber Board.





# Bay Region Business

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SAN FRANCISCO CHAMBER OF COMMERCE

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Number 21

## NOTES from the Chamber's WASHINGTON OFFICE

### ● SAN FRANCISCO'S FOREIGN TRADE ZONE

The Washington Office has learned that the May 22d issue of Foreign Commerce Weekly, published by the United States Department of Commerce, will have as its leading article a story entitled, "San Francisco Joins Family of Foreign Trade Zones." On the cover of this publication will be a picture showing an aerial view of a portion of San Francisco harbor, including Pier 45, the site of our new Foreign Trade Zone.

The Foreign Commerce Weekly has a wide circulation throughout the world and this feature story will be of great help in advertising to the world the new advantages that the Port of San Francisco can offer to foreign traders. The Washington Office of the San Francisco Chamber of Commerce will be glad to send copies of this publication to anyone who requests them.

### ● SIX YEAR EXTENSION OF RFC

A six-year extension of RFC has been agreed upon by the Senate and House Conferees. However, the group has voted to reduce the Agency's lending power from two billion dollars to one and a half billion. The Bill (S. 2287) will cut RFC's capital stock from the present 325 million dollars to 100 million. Under this bill, the RFC will be required to pay into the Treasury of the United States any amount above 250 million dollars in accumulated net income. Under the new arrangement, the Agency is permitted to purchase 15 million dollars worth of preferred stock of insurance companies, but is prevented from buying preferred bank stock. The RFC is authorized power to purchase surplus property for resale to small business. Harley Hise of California is one of the five directors of the RFC.

### ● CARRIER AGREEMENTS

Last week the House passed by a vote of 272 to 53 the so-called Bulwinkle Bill, H. R. 221, amending the Interstate Commerce Act with respect to certain agreements between carriers. The Bill exempts rate-making procedures of carriers from Anti-Trust Laws when approved by the ICC. Last year the Senate passed a broader version of this bill. However, the

(Continued on page 4, column 3)

## S. F. Television Plans Will Be Discussed At C. of C. Luncheon

A close-up of television will be offered by Mark Woods, president, American Broadcasting Company, Inc., at a World Neighbor Day luncheon today, it was announced by W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce.

### West Coast Trade Meetings Slated For S. F. Next Week

Foreign trade and shipping representatives from 11 western states will meet in San Francisco May 24 and 25 to attend the semi-annual West Coast advisory meetings on foreign trade sponsored by the U.S. Department of Commerce.

● Purpose of the meetings, which will be held in the Assembly Room of the Mills Tower, is to present to these representatives the current problems affecting U.S. economic policy, export controls and licensing procedures, and to receive suggestions from western traders on problems peculiar to the West.

George L. Bell, associate director, Office of International Trade, U.S. Department of Commerce, will preside at the meetings.

### Absentee Voters!

San Francisco voters who expect to be absent from the city during the June 1st primaries can apply for absentee ballots at the Office of the Registrar of Voters at City Hall.

● Absentee votes can be filed from now until May 27, between the hours of 8:00 and 5:00 p. m. on week days and until noon on Saturdays.

● The luncheon will be held in the Fairmont Hotel Gold Room in conjunction with World Trade Week, May 16-22. It will be sponsored by the San Francisco Chamber of Commerce and Junior Chamber of Commerce. Honored guests will be a Philippine trade delegation and the San Francisco consular corps.

In his speech, "This Small World," Woods will discuss the important role played by radio in bringing peoples of the world closer together and will outline what television can do to further understanding among peoples of many nations. Woods will also tell of ABC's plans for an eventual television network, with one of its key centers opening in San Francisco about December 1.

Woods has been active in the broadcasting field since 1922, when he was engaged to set up an accounting system for the radio department started by the American Telephone and Telegraph Company, which at that time was owner of Radio Station WEAJ in New York. By 1926, Woods was assistant treasurer, assistant secretary and office manager of the Broadcasting Company of America, an AT&T subsidiary set up to operate WEAJ, which by then had been hooked up into the first radio network. He had also already joined with other broadcasters in forming the National Association of Broadcasters.

● On November 1, 1936, when the AT&T broadcasting operations were turned over to National Broadcasting Company, Mark Woods went along as assistant treasurer, assistant secretary and office manager. A year later he was named treasurer, and in 1934 he was placed in charge of the network's operations as executive vice-president. In December, 1936, he resumed his financial duties as vice-president and treasurer, the positions he held when he left NBC in 1942 to take over the presidency of the then Blue Network Company, Inc.

Also slated to appear on the program of the World Neighbor Day luncheon is Florencio Reyes, head of the Philippine trade delegation, who will discuss "Phil-

(Continued on page 4, column 3)

## Chamber Report On Bond Issues—Pages 2 and 3

# CHAMBER URGES "YES"

## 7—Juvenile Detention Home

The Board of Directors of the San Francisco Chamber of Commerce is of the opinion that San Francisco must fulfill its social obligation to take whatever steps may be necessary to prevent and minimize juvenile delinquency.

• **It is the opinion of the Board** that the proposed bond issue to finance completion of a Juvenile Detention Home is a step toward the fulfillment of that obligation.

**The children of today become the community leaders of tomorrow. And the measure of the San Francisco of the future will depend to a large degree on what our citizens do for the children of today.**

The delinquent child or the underprivileged child must be rehabilitated just as the city rehabilitates its other physical assets. The sole difference rests in the belief of the Chamber of Commerce that human assets are of greater value.

• **A part of the program** to be financed by the Juvenile Detention Home bond issue is the development of a Youth Guidance Center to be operated by the Juvenile Court Department. In addition, the bond issue will make possible the consolidation of the Juvenile Court and its functions at one site.

These are progressive efforts to guide the children of the community in the path of proper growth and development and must be encouraged by voter approval of the proposed bond issue.

### Official Chamber Statements

*Statements on these pages represent the official recommendations of the Board of Directors of the San Francisco Chamber of Commerce on Propositions 7, 8, 9, 10 on the June 1 ballot. (The statement on the proposed Sewage Treatment Plants was prepared by Harry C. Vensano, Director of Public Works, City and County of San Francisco.) Chamber action on these issues is a result of careful study and analysis of all factors involved.*

## 9—School Bond

One of the primary responsibilities of the community with respect to the children of the community is to provide facilities adequate to proper responsibilities as adults and

• **The Board of Directors** of the Chamber believes it is time San Francisco shift in population; the increase in school buildings, dictate that the facilities be corrected.

**After careful review of all** the facts, the Chamber believes that the program is in the best interests of the city and that the school bond issue should be approved.

The Chamber has been a responsible for finances, the bond issue will not jeopardize the city's credit.

• **The Chamber also is aware** of the fact that power to approve school bonds is in the hands of the Board of Supervisors.

**One major fact appears in** the fact that the city is overcrowded and inadequate to the needs of the population has shifted and is increasing. Citizens we must provide for.

The law commands as much as possible, many temporary facilities be provided on a piecemeal basis.

**In the opinion of the Chamber**, the crisis is serious. Further delay in meeting the situation will result in a worse situation.

The Chamber is convinced that the program was developed by the Chamber for the general welfare of San Francisco.

**If San Francisco is to build** a better city, it is capable of living up to its obligations—spend money—spend it wisely.

Community progress consists in the fact that problems can be resolved in a reasonable time for making such expenditures.

# VOTE ON THESE ISSUES

every citizen is to provide the  
healthful and efficient school  
educate children for their future  
leaders.

San Francisco Chamber of Commerce  
recognized that the growth and  
and the deferred maintenance  
policies in the city's educational

involved in the school rehabili-  
Education, we are confident  
of San Francisco and that the

the opinion of city officials  
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ture or the financial solvency

onal safeguards inherent in the  
thorized by the voters remains

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increase. As responsible, think-  
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ized capital outlay is not pro-  
to be financed out of direct

co faces an acute educational  
vastly increase the seriousness  
as to the community.

rd of Education rehabilitation  
minded citizens interested in  
as its children.

modern, progressive community  
ful heritage, we will have to

is wishful thinking to assume  
enditure of capital funds. The  
itate our school system is now.

## 8—California Cable Purchase

Purchase of the California Street Cable Car system will complete the consolidation of all mass transportation facilities in San Francisco under one management and jurisdiction.

It is the belief of the San Francisco Chamber of Commerce that such a purchase will make possible continuous satisfactory transportation service to the areas now served by the cable line and will effect economies to the riding public through elimination of duplicating lines.

## 10—Sewage Treatment Plant

San Francisco is under heavy pressure by the State Board of Health and State Officials to clean up our beaches. This is not a matter limited to San Francisco but is now being forced upon all cities and towns throughout the State. Oakland has already voted bond funds for a \$23,000,000 program; Los Angeles has one project well under way; and other cities and towns are making plans for treatment works and setting up financial programs for their construction. Our city should not be last in such matters.

● From the point of view of public health, something should be immediately done. With our rapidly growing population and increased amounts of sewage our beaches are becoming more and more defiled, and epidemics of disease may result. Our beaches should be made sanitary and safe for the enjoyment of our citizens.

We should correct this situation while part of the funds can be obtained from the State.

The most important argument of all in point of fixing the time for the submission of this issue at the June 1st election is the fact that the \$8,000,000 available from the State as matching money can be obtained only under certain restrictions:

(a) Such State funds must be applied for after plans have been completed and submitted with application for funds to the State officials prior to January 1, 1951, and

(b) They can only be collected upon completion of the construction work which must be prior to January 1, 1952, or the funds will be lost.

If this Bond Issue passes in June of this year it will require a year to design the Southeast Plant and from one to two years to construct it. The construction of the North Point Plant for which plans have been completed will require between two and three years. It can therefore be seen that time for action is very short. We ask your support.

## Used Car Buying To Be Discussed On C. of C. Radio Program

Facts you should know about buying used cars will be discussed Saturday, May 22, on the "Look Before You Weep" radio series of the San Francisco Chamber of Commerce.

● **Co-sponsored by the Chamber and the Better Business Bureau,** the program is broadcast each Saturday from 5:15 to 5:30 p.m. over Station KQW.

Purpose of the series is to inform the public of current business schemes and swindles.

The latest program will be devoted to a discussion of essential points which will help prospective purchasers of used cars, such as signing of contracts, guarantees, mechanical condition of car, examination of car, selection of reliable dealer, time payment contracts, and trade-in allowances.

Free booklets on the subject of buying used cars will be available to program listeners through the Bureau.

The program, which is based on case histories supplied by the Better Business Bureau, is prepared by the Chamber's Radio Bureau and features an interview with Muriel Tsvetkoff, manager of the Better Business Bureau.

## World Trade Policy Packets Available

A new study packet on American World Trade Policy is now available through the World Affairs Council of Northern California, the organization announced recently.

● **Designed for discussion group use,** the packets were prepared by the Teaching Institute of Economics at the University of California, under the direction of Professor John B. Condliffe.

The Council has stated that the packet is designed "to aid citizens and groups to re-appraise those important international economic policies of the U. S. which will be under discussion in connection with the expiration or renewal of the Reciprocal Trade Agreements Act this June."

The packets can be obtained at the Council's offices, 623 Sutter Street, San Francisco.

## Bay Area N. A. A. Chapter To Inspect United Air Lines Base

Members of the San Francisco Bay Area Chapter of the National Aeronautic Association will be the guests of United Air Lines when the aviation group holds its regular monthly meeting, Thursday, May 27, according to an announcement by Kenneth R. MacDonald, chapter president and aviation department manager of the San Francisco Chamber of Commerce.

● **Following an airlines dinner** in the United Air Lines cafeteria, the group will hear a talk on trans-Pacific air operations by James R. MacDonald, assistant to the manager of Flight Operations, Honolulu Division. The meeting will be climaxed by an inspection tour of United's recently completed maintenance base.

## New Harbor Sightseeing Boat Now in Service

A new harbor sightseeing boat has been placed into service for visitors to the San Francisco Bay Area.

● **The boat,** the "Harbor Sightseer," is the first commercial 175-passenger, glass-enclosed sightseeing boat of its type built in Bay shipyards, according to Albert D. Elledge, president of the Harbor Tug and Barge Company, which constructed the boat.

Features of the 38-ton, 65-foot boat include large plate glass windows, bar and dance space and a public address system.

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

**D-6957—DOWNY OF CALIFORNIA,** 1623 West seventh St., Los Angeles 14, Calif., looking for a salesman in San Francisco territory to carry their line of infants' and children's bathrobes, bunting and sacques.

**D-6958—MAISCO SALES COMPANY, INC.,** 42 Water St., New York 4, New York, manufacturers' representatives, offer coverage of New York area in the marine and industrial fields.

**D-6959—ALADAR DEUTSCH,** 413 Sames Moore Building, Laredo, Texas, seeking a sales representative in San Francisco to handle their line of imported silver jewelry.

## Washington Notes . . .

House changed it by eliminating the exemption for several agreements. This action limited the scope of the bill only to rate-making procedures. In order that the differences between the Senate and House versions may be ironed out, a Conference Committee has been appointed from both Houses. The Conference are: Senators Reed, Hawkes, Capehart, Johnson, and Myers, House Members: Wolverton, Hinshaw, Hall of New York, Lea, and Chapman.

The San Francisco Chamber has been in favor of the amendments to the Interstate Commerce Act as set forth in this proposed legislation.

## Television . . .

**ippine-American Commercial Outlook.** Other members of the delegation include: Francisco Genato, president and general manager, Genato Commercial Corporation, and Heriberto Aguinaldo, manager, L. R. Aguinaldo, Inc.

The morning and afternoon of World Neighbor Day will be devoted to conferences on Philippine-Bay Area problems between members of the Philippine delegation, representatives of the local Philippine Consulate and Chamber of Commerce, and members of the San Francisco Chamber's World Trade Association and Pacific Affairs Section.

## C. OF C. REPRESENTATIVE AT SUPERVISORS' MEETING

Attending the Board of Supervisors' meeting Monday, May 17, was:

● **Carl Livingston,** member, San Francisco Chamber Board.



# Bay Region Business

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Number 22

## S. F. Chamber Head Takes New Post

### Chamber Group Making Trade Trip To Fresno Today

A conference on water supply problems and industrial tours will highlight the trade visit to Fresno today of a delegation of 23 businessmen from the San Francisco Chamber of Commerce. The trip will be made in a chartered Southwest Airways plane.

• **Headed by W. P. Fuller Brawner**, Chamber President, and Vern A. Culver, chairman of the Chamber's Domestic Trade Committee, the delegation is making the trip at the invitation of Al J. Brown, president of the Fresno County Chamber of Commerce.

Following arrival in Fresno, the group will make individual business calls and will be guests at luncheon in the Hotel Californian. The afternoon will be devoted to golf and swimming with the Fresno hosts, at Sunnyside Country Club, and that night a reception and dinner will be held at Hotel Fresno.

Among those making the trip are: Robert Alderman, manager, Northern Division, California Chain Stores Association; A. Cameron Ball, vice president, Western Merchandise Mart; R. J. Barbieri, member of the Chamber's Board of Directors, and vice president, Bank of America; Willard Barr, district freight agent, Southern Pacific Company; Frank E. Bodine, Pacific Coast maintenance manager, Westinghouse Electric Corporation; Carl G. Brown, assistant vice president, California Casualty Indemnity Exchange; Robert Feldhammer, executive secretary, Manufacturers and Wholesalers' Association of San Francisco; Lloyd E. Graybiel, vice president, American Trust Company; Roland Hauek, Roland Hauek Groups; R. G. Holabird, district manager, National Electric Products Corporation; Ronald E. Kachler, president, San Francisco Stock Exchange; T. J. Kehane, commercial vice president, Worthington Pump and Machinery Company; Bert Nordman, Nordman and Aurich; Henry E. North, member of the Chamber's Board of Directors, and vice president and Pacific Coast manager, Metropolitan Life Insurance Company; Louis B. Everett, manager, Bank Building and Properties, Anglo California National Bank; E. G. Schroeder, branch office manager, American Thread Company; Grover Tracy, San Francisco division manager, Pacific Gas and Electric Company; George J. Seebie, vice president, Adolph Blach, Inc.; C. P. Tanner, assistant general manager, San Francisco Chamber; Leonard B. Gross, manager, Publicity Department, and Carroll A. Snyder, manager of the Chamber's Domestic Trade Department.

Appointment of Louis B. Lundborg, general manager of the San Francisco Chamber of Commerce, as Vice President for University Development of Stanford University was announced today by Chamber President W. P. Fuller Brawner.

• **In making the announcement**, Brawner said, "Louis B. Lundborg has earned a resounding 'well done!' for his able work as General Manager of the San Francisco Chamber of Commerce since 1943.

"During his efficient and aggressive administration, the Chamber has grown as a force for community development and progress. Ties with the city government have been strengthened, industrial and domestic expansion of the community and the area has taken place and the stage is set for still further achievements to come.

"It is only necessary to glance at the Lundborg record to see that the five years of growth of the San Francisco Chamber of Commerce stems from a basic understanding of the problems of the community coupled with a progressive view toward the role of the Chamber as a leading force in the development of the entire Bay Area.

"The Board of Directors of the San Francisco Chamber of Commerce, while regretfully accepting Louis B. Lundborg's resignation, is proud that his talents of leadership and civic statesmanship have been so signally recognized by Stanford University."

• **General Manager of the San Francisco Chamber of Commerce since January 18, 1943**, Lundborg began Chamber of Commerce work when he entered the Research Department of the California State Chamber in 1927.

After two years spent in statistical analysis and the preparation of survey reports he was appointed district manager of the San Joaquin Valley. In this position, held until 1932, he was in charge of committee organization, publicity and public relations, money raising, and the general planning and execution of project activity.

From 1932 to 1939 he directed the work of the State Chamber in a far larger district, including the metropolitan area of San Francisco and the East Bay.

• **In 1939** he was made Assistant General Manager of the California State Chamber, a post which he held until he joined the San Francisco Chamber of Commerce. His duties involved complete charge of staff departments and district offices.

Prior to entering Chamber of Commerce work in 1927, Lundborg worked for six months as a chemist in the research laboratories of the C. and H. Sugar Refining Corporation at Crockett, a position which he took immediately on leaving Stanford University.

• **Lundborg's civic activities** have included the following: chairmanship of many of the San Francisco Community Council on Public Relations and committees, including the Social Planning Committee and the General Executive Committee. He was also a member of the Chamber's Board of Directors. In 1941 he was chairman of the Mayor's Committee on Juvenile Delinquency, and for the 1939-40 period, he was chairman of the Rotary Club's Inter-City Committee. He is a director of the Bay Area Chapter of the American Council on Public Relations and of the Western States Council, of which he is a past president. He is also a director of Lindenwood Homes Association; chairman of the Commercial Organization Department Committee of the U. S. Chamber of Commerce in 1945; a chairman of the Publications Award Committee of the National Association of Commercial Organization Secretaries; trustee of the World Affairs Council of Northern California; director of the National Conference of Christian and Jews; San Francisco Chapter member of the Advisory Council of the Golden Gate College School of Advertising; and member of the Stanford Fund Committee and Commonwealth Club.

His writings include a pamphlet entitled "Public Relations and the Community"; and "The Chamber of Commerce: A Public Relations Resource" and "Practical Psychology for the Organization Executive" (articles).



LOUIS B. LUNDBORG

### Maid of Cotton to Visit San Francisco

San Francisco will play host to the 1948 Maid of Cotton, Miss Matilda Nail of Forth Worth, Texas, May 29-June 2.

• **She is the tenth Maid of Cotton** to represent the American cotton industry as its goodwill ambassador on a 35,000 mile international tour.

During her stay in San Francisco, she will serve as the principal model in an all-cotton fashion show at one of the leading department stores, and will participate in a number of radio programs.

You are Invited to Hear . . .

# THE PORTOLA STORY

as presented by

**Cyril Magnin**

President  
Portola Festival and Pageant, Inc.

**W. P. Fuller Brawner**

President  
San Francisco Chamber of Commerce

**John W. Elwood**

President  
Downtown Association

**William Gallagher**

President  
San Francisco Junior Chamber of Commerce

*At Luncheon in the  
Rose Room, Palace Hotel  
Tuesday, June 8, 1948*

**Sponsors:**

PORTOLA FESTIVAL AND PAGEANT, INC.  
SAN FRANCISCO CHAMBER OF COMMERCE  
SAN FRANCISCO JUNIOR CHAMBER OF COMMERCE  
DOWNTOWN ASSOCIATION

**SAN FRANCISCO CHAMBER OF COMMERCE**

333 Pine Street, San Francisco 4, California

Please reserve \_\_\_\_\_ place(s) for me at \$2.58 each  
at Portola Festival luncheon on Tuesday, June 8, 1948, in the Palace  
Hotel, Rose Room, at 12 noon.

(Kindly enclose self-addressed envelope for forwarding tickets.)  
(Telephone reservations accepted.)

CHECK  
ENCLOSED

Name .....

Firm .....

Address .....

\$.....

*Please  
Make Your  
Reservations  
EARLY!*

•  
Price—\$2.58 per plate  
(tax included)

SAN FRANCISCO CHAMBER OF COMMERCE  
BALLOT RECOMMENDATIONS

Tuesday, June 1, 1948 Election

Proposition #2 . . . . . VOTE **YES**  
Salary Increase for Board of Supervisors  
(From \$200 to \$400 Per Month)

Proposition #7 . . . . . VOTE **YES**  
\$2,750,000 for Juvenile Detention Home

Proposition #8 . . . . . VOTE **YES**  
\$200,000 for Purchase of California Street Cable Railway

Proposition #9 . . . . . VOTE **YES**  
\$87,000,000 for Rehabilitation and Modernization  
of School System

Proposition #10 . . . . . VOTE **YES**  
\$15,000,000 for Sewage Treatment Plants

For The Good Of The Community

# A Review Of The Lundborg Administration . . .

A review of the administration of Louis B. Lundborg as General Manager of the San Francisco Chamber of Commerce can most easily be made in terms of the program which he announced upon assuming the office early in 1943.

At that time, Lundborg declared that his program would be to:

- Win for the San Francisco Metropolitan Area its proper place in the industrial growth and development of the Pacific Coast.
- To re-establish the leadership of San Francisco in the Bay Area and Northern California.
- To re-establish the leadership of the San Francisco Chamber in San Francisco Affairs—by re-establishing the confidence of all of San Francisco in the Chamber's right to leadership.
- Through that leadership, to re-establish civic unity and vigor in dealing with San Francisco's domestic problems.

**Lundborg's record speaks for itself.**

Achievement of unity has been made possible through adherence to the following principal policies enunciated by Lundborg:

- The policy of giving full hearing to representatives from all sides of controversial issues.
- The policy of supporting overall community interests and not those of any one geographical, economic, or political segment.
- The policy of subordinating individual and local interests to those of the overall community and region.

One of the fields in which the policy of unity has been advanced is that of city and farm relations. This policy had its origins in the foundation of an agricultural committee by the San Francisco Chamber several years before Lundborg became General Manager, but it has been advanced during his administration through a series of "good neighbor visits," and such events as the Agriculture-Business Conference held in this city early in 1948.

Concrete achievements of Lundborg's administration may be considered from the standpoint of expansion of the Chamber of Commerce itself and progress made by the general community.

- Chamber of Commerce expansion since 1943 is best indicated by the rise in membership from 3,047 members in 1943 to over 6,000 in 1948.

During the Lundborg administration, the Chamber rose from its previous place as the 14th largest Chamber in the nation to its present position of vying with Chicago and Philadelphia for second position. In terms of ratio of the city population to the membership, the San Francisco Chamber leads the nation.

With the increase in number of members went a broadening of representation. Today the majority of Chamber members are small business firms. Income of the organization has risen from \$220,000 annually in 1943 to \$471,000 in 1947.

- Under Lundborg's management, the Chamber staff was increased and specialized. Today, each staff department of the Chamber is headed by a man outstanding in his field.

Several staff departments have been added to in-

crease the Chamber's service to business and the community. These include:

- Establishment of a Washington Office in 1944.
- Establishment of an independent Agricultural Department in 1945.
- Establishment of an Aviation Department in 1945.
- Establishment of a Public Relations Department in 1948.

In addition to creating these new departments, expansion has taken place within several of the existing departments, among them those devoted to Industry, Domestic Trade, Publicity, Transportation, and World Trade. The post of Assistant General Manager was created in 1945 to facilitate administration of the re-organized staff.

A streamlining of service to Chamber members and the community has been effected through establishment of procedures and routines on a systematic basis.

The guiding principle in all this expansion has been one of practical business management and, at the same time that expansion has taken place cash operations have been put on a stable basis. The Chamber does not spend any money in advance but restricts its commitments to the resources actually available.

- Expansion of the Chamber itself reflects the growth of San Francisco in which the Chamber plays, of course, a leading role. Tangible achievements on behalf of the community in the past five years which originated with the Chamber include:

- Establishment of a Foreign Trade Zone.
- Sponsorship of a World Trade Center.
- Adoption of a 20 million dollar airport expansion program.
- Construction of a new Bayshore Freeway.
- Army-Navy approval of plans for a Second Bay Crossing.
- Development of closer neighborhood relations within the city through weekly meetings conducted by the Chamber.

Problems to which the Chamber has given its attention, many of which are uppermost on the schedule today include such matters as housing, traffic, schools development, and, perhaps most important of all, studies to discover a remedy for the serious losses of tonnage handled by the Port of San Francisco in recent years.

In the industrial field, over 600 new industries with a total investment of almost 165 million dollars have been brought into the Bay Area, swelling payrolls and stabilizing the regional economy largely as the result of negotiations and sales effort by the San Francisco Chamber of Commerce under Lundborg's management.

- Through the Western States Council the San Francisco Chamber was instrumental in developing a solution to the problem of continuing the operations of Geneva Steel plant, vital to Western industrial growth.

Lundborg was one of the organizers of the Council, created to deal with the economic problems of the eleven Western states. Lundborg served as president of the Western States Council in 1947.





# Bay Region Business

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## S. F.-Philippine Trade Conference



*Members of the Philippine trade delegation and San Francisco businessmen talk over mutual trade problems at a conference sponsored during World Trade Week by the San Francisco Chamber of Commerce.*

## Portola Luncheon to Feature Preview of Fete . . .

A dramatic preview of the forthcoming Portola celebration will highlight a city-wide luncheon in the Rose Room of the Palace Hotel, Tuesday, June 8, according to an announcement by W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce.

● The luncheon will be sponsored by the Portola Festival and Pageant, Inc.; San Francisco Chamber, Downtown Association, and Junior Chamber of Commerce.

The Portola Festival preview, which is being arranged through the cooperation

of John W. Elwood, president of the Downtown Association, and manager of the National Broadcasting Company, will be written by Sam Dickson, well known writer of California historical programs. NBC Announcer Bud Heyde will serve as narrator of the program which will feature local radio stars.

Cyril Magnin, president, Portola Festival and Pageant, Inc., will preside at the luncheon. Also appearing on the program will be Brawner, Elwood and William Gallagher, Junior Chamber president.

Tickets can be obtained from the Chamber for \$2.58 each. Phone EXbrook 2-4511.

## Chamber Trade Trip To Philippines Set For June 30

Enthusiastic approval by the Philippine trade delegation and San Francisco businessmen of the trade conference sponsored last month by the San Francisco Chamber of Commerce has laid the groundwork for the Chamber's trade trip to the Philippines in July, according to Chamber President W. P. Fuller Brawner.

● Announcement of the trip was made in March, when Brawner revealed that the two regions were planning an exchange of trade delegations, with the Philippine group visiting the Bay Area during World Trade Week celebrations, May 16 to 22.

Headed by Brawner, the Chamber delegation will leave San Francisco Wednesday, June 30, aboard DC-6's of the Philippine Air Lines, and will be joined in Honolulu by a delegation from the Honolulu Chamber.

Upon arrival in Manila on Friday, July 2, the group will be greeted and entertained by the Philippine government and Chamber of Commerce.

● The delegation will participate in Manila's Independence Day celebrations on July 4 and will hold trade conferences in which they will be joined by local businessmen now in Manila.

The return trip will be made on Saturday, July 10, with the group arriving in San Francisco Sunday, July 11.

Chamber members interested in participating in the trip should contact Alvin C. Eichholz, manager of the Chamber's World Trade Department, EXbrook 2-4511.

# General Business Activity

## Thumb Nail Sketch: by the Research Department

### ● TREND

General business activity in San Francisco reached a new April high measured by our Index at 228.4. The general activity was borne upward by the rising dollar of transactions such as bank debits and the dollar value of retail sales, rather than by the quantity factors such as freight car movements and kilowatt hour sales of electrical energy, which have fallen sharply from last year levels.

Consideration of business trends today is incomplete unless cognizance is taken of the shrinkage of the purchasing power of the dollar. Based on wholesale prices, the dollar has passed below the 50c level as related to the 1935-39 period, and is worth less than 60c in the consumer's pocket.

Several abnormal factors, including rainfall deficiency, an early Easter, power shortage and some unsettled labor contracts combined to handicap the general business conditions in San Francisco and its trading area in April. The greatly reduced rainfall from November through February followed by excessive rains in March and April were the most important factors contributing to the abnormal conditions throughout the State this Spring. Power reductions with their far-reaching effect in industry were instituted as the visible water supply diminished. Although March and April rains were in excess of the normal, the cumulative rains for the six months were between 5 and 6 inches below normal. In some agricultural areas the rains were too late to be of help. Here are the actual results:

### PRECIPITATION IN INCHES

SEASON—	SAN FRANCISCO		CALIFORNIA	
	Current	Relation to Normal For Long Period	Current	Relation to Normal For Long Period
November.....	1.39	-0.96	0.9	-1.55
December.....	1.84	-2.11	1.5	-2.38
January.....	1.0	-3.54	2.0	-2.39
February.....	2.32	-1.61	2.2	-2.29
March.....	3.36	0.22	4.1	0.38
April.....	3.04	1.43	4.7	2.93
		-6.57		-5.50

The San Francisco Bay Bridge report for April disclosed there were 16 rainy days in April and 14 fair ones this year in contrast to only 3 rainy and 27 fair days in April, last year.

### ● CONSTRUCTION AND REAL ESTATE

Although April construction work was handicapped by wet weather, the building permits issued during the month reached 689, valued at \$3,818,057. This was 10 per cent above last year, and the value was up over one-third. Residential permits accounted for 229, valued at \$2,537,936 and provided for 283 dwelling units, one-third more than during April, last year, and brought the 4 months' cumulative to 1,365 potential dwelling units compared to 983 during the same period last year. There were 22 non-residential permits amounting to \$576,550, and alterations, additions and repairs accounted for 538 permits valued at \$703,571.

Real estate sales numbering 1,403 amounted to \$17,858,769 and were practically equal to last year in value but off about 16 per cent in number.

### ● FINANCE

Financial transactions in San Francisco during April, as measured by bank

debits, amounted to \$2,285,366,000 and rose 13.4 per cent above last April. The first 4 months showed a gain of 8½ per cent. April postal receipts of \$1,551,284 were off 7.7 per cent compared to last April. Stock Exchange transactions numbered 1,404,525 shares with market value of \$20,715,763 and were up 27.7 per cent in number and 43.6 per cent in value. Commercial failures during April totaled 7 compared to 5 a year ago.

### ● EMPLOYMENT

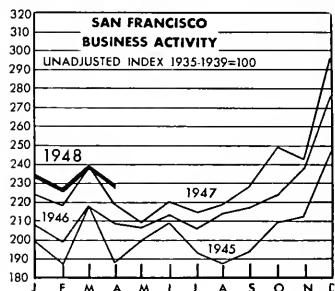
During April 2,850 placements were made in San Francisco; 1,901 in the industrial field and 948 in the commercial field. Unemployment claims at the close of the month totaled 22,854; however, only about two-thirds or 14,151 were compensable claims. The 16,073 Continued Claims were distributed among the several San Francisco offices as follows:

San Francisco Continued Claims for Week ending April 29, 1948:

Commercial Office.....	2,558
Industrial Office.....	3,181
Maritime Office.....	1,633
Service Office.....	3,211
Skilled Labor Office.....	5,380

Veterans Continued Claims accounted for one-fourth of the total Continued Claims.

In the San Francisco Bay Area for the same period, the Continued Claims amounted to 20 per cent of the State total, compared to 19 per cent in the corresponding week and 18 per cent for the same period last year. Veterans Continued Claims accounted for 18 per cent of the State total and were identical to the same period last year. The State Department of Employment reports that it has received many inquiries for off-continent jobs.



Reports for independent retail stores in San Francisco reveal an increase of 3 per cent in March (latest available) over last March with the three months' cumulative up 4 per cent. Sales for other Bay Area communities were Berkeley 6 and 7 per cent respectively; Oakland 8 and 7 per cent; Richmond 10 and 4 per cent; and Vallejo 0 and 2 per cent.

Pacific Coast merchants wholesalers sales during March (latest available) were up 15 per cent—the largest gain in the nation except the 16 per cent gain in New England; the average for the nation was 13 per cent.

### ● MANUFACTURING

Employment of production workers in the manufacturing industries in San Francisco Industrial Area during April was 10 per cent below last April and payrolls were off 5 per cent. Unsettled labor contracts and power reductions were undoubtedly contributing factors. April workers totaled 110,000, of which 52,600 were in the durable and 57,400 in the non-durable group. The non-durable showed a gain of 700 workers over the preceding month and 1,000 above last April; but the durable industries were off 5,100 from March and 13,000 below April last year. Average weekly earnings amounted to \$58.56 compared to \$58.16 in March and \$55.41 last April. Average hourly earnings amounted to \$1.548 in April compared to \$1.547 in March and \$1.421 last April. Average hours worked per week in April were 37.8 compared to 37.6 in March and 39.0 in April, last year.

### ● UTILITIES

Electrical energy sales during April fell off 10 per cent compared to last year, but the four months' cumulative was only 1.0 per cent below a year ago. Industrial and commercial gas sales rose to a new monthly high of 1,441,676,700 cu. ft. and were 2.5 per cent above last April, and carried the cumulative 10.4 per cent above the same period a year ago. Water consumers net gain amounted to 373 compared to 423 a year ago, with the cumulative net gain for the first 4 months amounting to 1,116 compared to 1,253 during the same period last year.

### ● TRANSPORTATION

San Francisco Airport traffic during April amounted to 6,110 planes and 66,100 passengers. Although the number of planes was up 22 per cent, the passenger traffic dropped 7.0 per cent compared to last year. Air mail loaded also dropped 16.5 per cent but air express poundage rose 66.3 per cent. Freight car movements numbered 18,900 and were 19.5 per cent below last April, while the cumulative was off 22.3 per cent. There were 327 ship arrivals during April with net registered tonnage of 1,554,908 compared to 325 with tonnage of 1,494,153 last year. Ship departures followed the same pattern.

### ● LIVING COSTS

Latest reports on cost of living in San Francisco are for March, with the Index for All Items at 171.4, which was 6.9 per cent above March, last year.

with the local office having considerable success in referring both local and out-of-the-area workers to these overseas projects in the Marianas, the Orient and the Hawaiian Islands, and included both private contracts and government installations. The need is for contract engineers, electrical technicians and skilled craftsmen in construction occupations.

### ● TRADE

Federal Reserve Bank of San Francisco reports for 11 department stores indicate that April retail dollar sales were identical to the same period last year. The sluggishness in the early weeks of the month was overcome during the latter part of the month and in the early weeks of May the trade began to rise sharply. Fourteen apparel stores reported April sales were off 3 per cent but the 4 months cumulative sales were up 3 per cent. In the San Francisco-Oakland Metropolitan Area, April department store sales were up 2 per cent and for the cumulative period 5 per cent; sales in Northern California up 3 per cent and 6 per cent respectively; in California 2 and 3 per cent; and in the Twelfth Federal Reserve District 4 and 4 per cent respectively.

# Survey of Business Conditions in San Francisco

## April, 1948

BRANCH OF ACTIVITY	APRIL 1948	APRIL 1947	PER CENT CHANGE	4 MONTHS 1948	4 MONTHS 1947	PER CENT CHANGE
<b>GENERAL BUSINESS ACTIVITY</b>						
S. F. C. of C. Index 1935-39 Avg.=100.....	228.4	219.7	4.0	251.8	224.9	5.1
<b>CONSTRUCTION PERMITS</b>						
Total.....	(number) 689	624	10.4	5,150	3,704	13.8
Residential, New.....	(value) 5,818,057	2,824,324	55.2	16,799,548	14,551,482	17.1
Dwelling Units.....	(number) 229	185	23.8	1,080	827	30.6
Single Family Dwellings, New.....	(number) 253	1,372,145	39.4	11,366,498	7,220,235	57.4
Non-Residential, New.....	(value) 1,833,536	1,517,145	20.8	7,981,598	5,559,835	43.6
Additions, Alterations and Repairs.....	(number) 438	425	3.1	2,169,025	2,572,604	-15.7
REAL ESTATE	(value) 703,571	774,709	-9.2	3,264,025	4,558,643	-28.4
Sales.....	(number) 1,405	1,641	-15.2	5,886	6,331	-7.0
Mortgages and Deeds of Trust.....	(value) 17,858,709	18,084,849	-1.3	69,687,704	73,418,270	-5.1
RETAIL DEPARTMENT STORE SALES	(number) 1,525	1,741	-12.5	6,197	6,488	-4.5
San Francisco.....	(amount) 13,788,039	14,608,832	-6.0	54,270,192	61,161,738	-11.3
FINANCE	(index) 230	234	-1.5	229	228	0.4
Bank Deposits.....	(\$000) 2,285,366	2,016,024	13.4	8,986,770	8,281,682	8.5
Bank Clearings.....	(\$000) 1,707,560	1,557,052	9.7	6,871,489	6,310,609	8.9
Postal Receipts.....	(\$000) 1,551,284	1,680,362	-7.7	6,102,598	6,052,053	0.8
San Francisco Stock Exchange.....	(no. shares traded) 1,404,525	1,000,176	27.7	3,970,274	3,750,198	5.9
COMMERCIAL FAILURES	(market value) 20,715,765	14,428,844	45.6	60,563,365	55,394,100	9.3
Liabilities.....	(\$000) 67,397	59,734	69.6	505,445	328,150	55.5
Assets.....	(\$000) 19,064	16,157	18.0	138,352	169,852	-18.5
<b>EMPLOYMENT &amp; PAYROLLS—Bay Area (5 Co's.) (a)</b>						
Employment.....	(index) 151.0	145.5	-10.0	136.1	143.5	-5.2
Payrolls.....	(index) 248.8	261.0	-4.5	262.5	254.6	3.1
<b>NON-MFG. INDUSTRIES—(5 Co's.) (a)</b>						
Laundrying, Cleaning, Dyeing.....	(payroll) 155.4	165.9	-7.7	159.1	169.6	-6.2
Wholesale Trade.....	(payroll) 223.8	203.7	9.9	225.4	199.2	13.2
Retail Trade.....	(payroll) 216.6	196.8	10.1	225.5	195.5	14.3
Hotels.....	(payroll) 250.0	244.8	2.1	240.0	240.9	-0.4
PLACEMENTS IN SAN FRANCISCO—C.S.E.S.....	(total) 2,850	5,380	-15.7	11,591	13,700	-15.4
Industrial Placements.....	(number) 1,901	2,318	-18.0	7,814	9,861	-20.8
Commercial Placements.....	(number) 949	1,062	-10.6	3,777	3,839	-3.1
<b>TRANSPORTATION</b>						
Freight Car Movements.....	(number) 18,909	25,494	-19.5	74,011	95,275	-22.3
San Francisco Airport Traffic.....	(no. planes) 6,110	4,994	22.5	24,274	17,726	36.9
Express Shipments—Rail.....	(no. passengers) 66,463	71,630	-7.2	239,050	244,032	-2.0
Air.....	(number) 222,837	287,372	-22.5	941,524	1,178,089	-20.1
Air Mail Loaded.....	(pounds) 16,678	20,088	-17.0	72,388	72,388	0.0
Air Express Loaded.....	(pounds) 419,295	501,871	-16.5	1,981,095	1,877,695	5.5
Air Freight Loaded.....	(pounds) 419,295	252,060	66.5	1,775,041	971,739	82.7
WORLD TRADE	(pounds) 353,405	.....	.....	1,348,882	.....	.....
Vessel Arrivals with Cargo.....	(number) 527	525	0.6	1,253	1,267	-2.7
Vessel Departures with Cargo.....	(net registered tons) 1,543,908	1,494,154	3.3	5,811,791	5,762,132	0.9
Vessel Arrivals without Cargo.....	(net registered tons) 1,558,086	1,480,906	5.2	6,027,760	5,856,586	3.3
<b>UTILITIES</b>						
Electric Energy Sales Index.....	(k.w.hrs.) 172	191	-10.0	205	205	-1.0
Industrial and Commercial Gas Sales.....	(cu.ft.) 1,441,676,700	1,186,512,300	21.5	5,276,540,900	4,780,241,300	10.4
Water Consumers.....	(net gain) 375	425	-11.8	1,116	1,255	-10.4
<b>NEW DEVELOPMENTS</b>						
Tourist and Settler Inquiries.....	(number) 625	555	12.2	2,129	1,999	6.5
Bay Bridge Vehicle Crossings.....	(number) 2,114,641	2,115,985	0.0	8,344,811	8,097,001	3.1
Golden Gate Bridge Vehicle Crossings.....	(number) 629,684	656,508	-4.1	2,412,045	2,247,804	7.5
<b>DAIRY RECEIPTS, FRUITS &amp; VEGETABLES</b>						
Butter.....	(pounds) 2,305,506	5,269,617	-29.5	7,291,402	8,561,701	-14.8
Cheese.....	(pounds) 1,663,904	1,284,456	29.5	5,964,263	5,510,253	8.2
Eggs.....	(cases) 105,532	97,405	6.4	386,088	441,162	-12.5
Poultry, Dressed.....	(pounds) 115,105	1,047,235	-8.8	4,717,894	6,552,483	-28.0
Fruits and Vegetables.....	(carlots) 1,624	1,629	-0.4	6,353	6,306	0.7
<b>LIVESTOCK SLAUGHTER (b)</b>						
Cattle.....	(total number) 188,552	182,747	3.2	705,701	665,714	6.0
Calves.....	(number) 79,250	59,138	0.7	161,650	150,768	7.5
Sheep and Lambs.....	(number) 14,115	14,285	-1.2	59,621	44,566	34.1
Hogs.....	(number) 87,611	89,124	-1.7	317,782	300,392	5.8
Poultry.....	(number) 47,598	40,202	17.9	166,648	170,188	-2.1
<b>S. F. LIVING COSTS 1935-39 Avg.=100</b>						
Food.....	(index) 215.3(e)	199.5(f)	7.9	215.5(g)	207.1(h)	4.1
Apparel.....	(index) 191.7(e)	178.5(f)	7.4	186.6(g)	174.0(h)	7.2
Rent.....	(index) 113.3(e)	106.8(f)	6.1	112.7(g)	106.7(h)	5.6
Fuel, Electricity and Ice (e).....	(index) 82.5(e)	82.5(f)	0.0	82.7(g)	82.5(h)	0.0
Gas and Electricity.....	(index) 72.7(e)	72.7(f)	0.0	72.7(g)	72.7(h)	0.0
Other Fuel and Ice.....	(index) 120.5(e)	116.4(f)	5.5	119.5(g)	116.4(h)	2.5
House Furnishing Goods.....	(index) 165.5(e)	151.9(f)	8.7	162.2(g)	150.4(h)	7.8
Miscellaneous.....	(index) 156.0(e)	148.0(f)	5.8	154.7(g)	147.2(h)	5.1
All Items.....	(index) 171.1(e)	166.3(f)	5.9	170.1(g)	160.4(h)	6.1

(a) These data are based on reports submitted to the Division of Labor Statistics and Research, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) Unavailable for survey.

(e) March, 1948, latest available.

(f) March, 1947, latest available.

(g) Average of Dec., 1947, and March, 1948.

(h) Average of Dec., 1946, and March, 1947.

Acknowledgement is hereby made to Thomas Magee & Sons, Duini & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Department of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

# April Industrial Expansion . . .

—By the Chamber's Industrial Department

April new plants and expansions in the Bay Region and northern California totaling 34 projects valued at \$3,163,000 slightly exceeded March tabulations which accounted for 33 projects to cost \$3,114,500. The northern California developments for April represent 19 expansions to cost \$5,521,000 and 15 new plants with investments to total \$2,642,000.

● **The Bay Region** will account for 46 of the expansions valued at \$4,771,000 and 12 of the new plants aggregating \$2,432,000, total of 29 projects to represent expenditures of \$7,203,000.

San Francisco city and county announced 8 expansions worth \$340,000 and creating 38 jobs and 6 new plants to be worth \$163,000 and provide 32 industrial jobs.

Total developments for the year up to May 1 tabulate as follows:

● <b>San Francisco</b>			
29 expansions	\$3,821,000	421 jobs	
22 new plants	861,500	171 jobs	
<hr/>			
51 projects	\$4,682,500	592 jobs	
● <b>Bay Region (12 counties)</b>			
63 expansions	\$14,963,000		
73 new plants	8,826,600		
<hr/>			
136 projects	\$23,789,000		
● <b>Northern California</b>			
73 expansions	\$20,943,000		
85 new plants	11,666,600		
<hr/>			
158 projects	\$32,609,600		

Some of the most important projects in the Bay Area for April are:

- **Garland Engineering Company**, Pennsylvania Avenue, S. of 2nd Street, San Francisco, is constructing new machine shop 150 feet by 40 feet to manufacture turntables, seismograph recorders and woodworking lathes.
- **China Engineering Corporation**, 746 Sansome Street, San Francisco, is a new corporation manufacturing the Rikmobile—a 3-wheeled, motorized, two passenger conveyance for export to China.
- **The Trade Pressroom**, NE corner Pacific and Sansome Streets, San Francisco, purchased 5 story building for removal and expansion of their plant. Extension to cost \$200,000.
- **Hirasaki Farms, Inc.**, Gilroy, Santa Clara County, purchased 8 acre tract and is erecting \$150,000 ice plant and vegetable packing sheds.
- **Welch Grape Juice Company**, purchased \$2,000,000 Oakland Canning Co. plant for West Coast manufacturing operations. Plant building is 165,000 square feet on a 12 acre site. Company will produce grape juice, tomato juice, jams, jellies and preserves.
- **Chupan Chemical Company**, E. Palo Alto, will erect \$36,000 plant addition to expand chemical manufacturing.
- **Special Equipment Company of Oakland** will construct new \$150,000 plant on 2 acre site at 347 Preda Street, San Leandro, for removal and expansion of canning machinery plant.
- **Chase Candy Company**, 795 Hedding Street, San Jose, purchased O'Brien's Candy Company and will change factory to double capacity. Company, whose headquarters are in St. Louis, will consolidate West Coast operations here.
- **San Jose Steel Company**, 195 N. 30th Street, San Jose, is adding 56,000 square feet to their plant—usable capacity for production of chain fencing.

## Southern Crossing Arguments Reaffirmed In Club Talk Here

Further support for a southern crossing was voiced last week by G. L. Fox, manager, Industrial Department, San Francisco Chamber of Commerce, in a talk before members of the Commonwealth Club.

● **The southern causeway-tube crossing** should be supported for these reasons, according to Fox:

1. Approval of a southern crossing by the Joint Army-Navy Board has paved way for its construction long before it would be possible to obtain permission for a parallel span;

2. Additional space on Yerba Buena Island would be required for a parallel bridge, and it is improbable that this could be obtained without an act of Congress;

3. A southern crossing would disperse traffic, while a parallel bridge would aggravate the present congestion problem on the bridge approaches; and

4. From the viewpoint of defense and evacuation, twin bridges would be vulnerable.

● **In reviewing the points** favoring a southern crossing, Fox declared that cost estimates of either crossing do not afford conclusive evidence of the future value of either one.

"I seriously question the financial feasibility or desirability of two more crossing structures," he said.

Fox pointed out that a second Bay crossing is only one element in a mass transportation problem caused by the inadequacy of trans-Bay mass transit facilities and the inadequacy of ways and means for movement of vehicles and transit passengers to and from the present bridge.

Needs are, according to Fox, improved mass transit facilities; improvement of present means of getting to and from the present bridge; a second crossing in a location which will disperse traffic and relate it to the long-range San Francisco Master Plan. A southern crossing, he said, will do this and become an integral element in the planning to expedite and increase the safety of vehicular traffic to and from and in San Francisco.

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## NOTES from the Chamber's WASHINGTON OFFICE

### ● **MILITARY PROCUREMENT**

On Tuesday, June 1, the Munitions Board issued its Guide for Joint Industry-Military Procurement Planning. Its purpose is to advise industries how they can prepare their plants for industrial mobilization in the event of national emergency. In compiling this material industrial mobilization and procurement experts of the Munitions Board consulted with 200 labor, management, and industrial executives throughout the U. S.

The Guide is not a form. It does not have to be filled out and returned. It is designed to emphasize industry's attention on the problems of military procurement planning.

The six sections of the Guide tell industrial management how it can implement government mobilization plans.

Section One describes the meaning of industrial mobilization. Section two presents a preparedness check list for management. Section Three sets forth the military plans for supply sources. Section Four provides lists of material essential in war, including lists of items the U. S. was short on during World War II. Section Five gives a complete list of the military offices throughout the Nation which are concerned with procurement planning for the Armed Services. In this Section an industrialist can find out where he can obtain assistance in his planning and in determining how he can aid the U. S. in the event of national emergency. The last Section provides a list of the military procurement offices which are engaged in current procurement activities for the Nation's Military Establishment and a list of the items they purchase.

The Washington office of the San Francisco Chamber of Commerce will be glad to furnish copies of this Guide for Joint Industry-Military Procurement Planning to those Chamber members who request them.

### ● **CIVIL FUNCTIONS**

Recently the Senate defeated a motion to cut 200 million dollars from the 709 million dollar Army Civil Functions Bill, H. R. 5524, after considerable debate. A group led by Senators Style Bridges, Homer Ferguson, and Clyde N. Reed had spear-headed a drive to cut 200 million dollars from the bill. If this action had been successful, many flood control projects in California, including the Cherry River Reservoir, would have been placed in jeopardy.



# Bay Region Business

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## B. A. I. E. To Be Largest Industrial Display In The West

New developments in hundreds of products made or assembled in the 12 Bay Area counties will go on display in the Bay Area Industrial Exposition July 2-9 in San Francisco's Civic Auditorium, it was announced this week by James G. Markel, BAIE president.

● It will be the Bay Area's first exhibit of this kind in more than a decade, and the largest ever assembled in the West, according to Markel.

BAIE is sponsored by Junior chambers of commerce in the 12 Bay Area counties and has the support of senior chambers in the Bay Region and the Bay Area Council.

A major centennial feature of 1948, the exposition will depict 100 years of progress in California industry through exhibits put on by more than 250 manufacturers and distributors.

● Latest postwar techniques in heavy industry, food processing, distribution and factory tooling will be dramatized in various sectional displays.

The Bay Area's first exhibit of atomic research will be presented by the University of California's Radiation Laboratories, and television previews will depict transmission and reception in Northern California when actual operations begin. A naval electronics display will also highlight the electronics show.

Northern California tool and machinery manufacturers are planning "live" presentations of their products in actual performance. Style shows will be held in the Apparel Section.

● The exposition will also feature a small automobile show by Ford, Chevrolet and Dodge. Allied industries will fill out the automotive section with displays of tires, springs, accessories, gasoline and oil products.

Northern California packers and food manufacturers are taking an entire section of the exposition to show their wares. Leaders of such large industries as wine, sugar, beverages and canned goods are planning extensive displays.

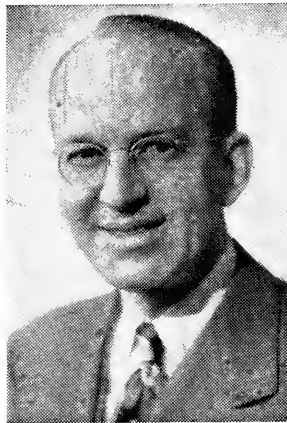
Only Bay Area firms may exhibit in the exposition, and these are limited to five classifications: Processing or manufacturing; assembling or fabricating; product or equipment maintenance; transportation; banking and finance.

Firms in these classifications may still apply for exhibit space to the exposition managers: Gary Kriedt and J. Clarence Myers, Room 9003, Palace Hotel, San Francisco 5, EXbrook 2-7443. Only a few booths remain unsold.

## G. L. Fox Elected Chamber Vice President and General Manager

Election of G. L. Fox as vice president and general manager of the San Francisco Chamber of Commerce was announced last week by W. P. Fuller Brawner, Chamber president.

● Fox, who has been manager of the Chamber's Industrial Department since 1943, takes over his new job July 1. He succeeds Louis B. Lundborg, who will become vice president of Stanford University at that time.



G. L. FOX  
New Chamber Head

In making the announcement, Brawner said, "We feel very fortunate to have been able to find a man in our own organization whose training, experience and ability fits him so well to take over these important duties."

"Mr. Fox is already well known to and well respected by many members of the Chamber of Commerce and many citizens of San Francisco and the entire bay region for the effective manner in which he has managed the Industrial Department for the past several years. During these years of service he has also gained the high regard and good will of the members of the Chamber of Commerce staff.

● "Under his capable administration, the Chamber of Commerce should be able to continue to contribute to the growth and welfare of San Francisco and the entire Bay Area."

Following the election at which he was named vice president and general manager of the organization, Fox stated, "My appointment to this post redounds to the credit of the Chamber's past management and staff and assures the continuance of policies and activities that have made the San Francisco Chamber one of the nation's leaders in the community development field."

"While the Industrial Department has been conducting a broad and diversified program, I am not unmindful of the many new responsibilities of the general management. However, the Chamber has a responsive membership, excellent leadership in its officers and directors and a staff that has demonstrated its ability repeatedly.

"San Francisco has a great destiny as a World City and so far as within my power, the city's largest community service organization will measure up to it.

"Major objectives will be to:

● "Encourage new and expanded businesses in San Francisco and the Bay Area to assure an increase in employ-

(Continued on page 4, column 2)

## Chamber Offers Help in School Bonds Program

A need for further action on school bonds for San Francisco was voiced today by W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce.

● In a letter to George W. Johns, president of the Board of Education, Brawner said:

"While I am disappointed in the results of the June 1 election, there is still a job to be done. I want you to know that the facilities of the San Francisco Chamber of Commerce are at your command."

Brawner invited Johns to meet with representatives of the Chamber "to discuss a program which will be helpful to the Board of Education and the community."

## Abolition Of Power To Set Up Alaska Indian Reservations Sought

Withdrawal of the Secretary of Interior's power to establish Indian reservations in Alaska was sought today by the Board of Directors of the San Francisco Chamber of Commerce.

● Through authority granted by Congressional legislation, the Secretary of the Interior has, during the past 12 years, established six reservations in Alaska, aggregating 1,540,600 acres of land. At least 18 additional reservations are under consideration, totaling 5,290,060 acres.

In urging withdrawal of the Secretary's power, Harvey Hancock, chairman of the Chamber's Alaskan Affairs Committee, pointed out that one of the greatest factors leading toward continued and accelerated development of the Territory is the further utilization of its abundant natural resources.

"This will be undertaken principally through investments by private enterprise which needs to be certain of the title to the property contemplated for use," Hancock declared. "But this assurance is not possible so long as the Secretary of the Interior has the authority to withdraw public lands and make reservations of them."

Hancock pointed to instances where the Secretary's use of this power had made the status of lands in the Territory so uncertain as to seriously handicap its development.

"There has been under consideration for the past several years the establishment in southeastern Alaska of two paper pulp mills, whose investments would run into 20 to 30 million dollars each," he stated. "But the backers of both projects have withheld starting them until the uncertainty of property title can be clarified through legislation."

## S. F.-Havana Steamship Service Inaugurated

Beginning with the sailing of the S. S. James Fenimore Cooper from San Francisco to Havana on June 7, direct service will be maintained to Havana in connection with the Luckenbach Gulf Steamship Company's service to New Orleans, Houston, Mobile and Tampa, company officials recently announced.

● Havana will be the first port of call. Initially, the service will be on a 20-day frequency, but if the tonnage warrants, sailings will be at more frequent intervals, it is reported.

Commenting on the announcement, Walter A. Rohde, manager, Transportation Department, San Francisco Chamber of Commerce, said, "Efforts to maintain direct sailings to Havana since the termination of the war have met with many difficulties. This promises a solution to the problem which has long confronted San Francisco and West Coast shippers."

## Lundborg Service Commended By S. F. Board of Supervisors

A resolution of commendation for "the splendid services rendered to the City and County of San Francisco" was presented last week to Louis B. Lundborg, retiring general manager of the San Francisco Chamber of Commerce, by the Board of Supervisors.

● Lundborg resigned his position, effective July 1, to become vice president for university development of Stanford University.

The resolution says:

"WHEREAS, this Board of Supervisors has learned with a sense of civic loss that Louis B. Lundborg, general manager of the San Francisco Chamber of Commerce since 1943, has resigned from said position in order to accept appointment as vice president for university development of Stanford University and;

"WHEREAS, while Mr. Lundborg's contributions to the development of the community have been manifested in many spheres of activity, it is in the field of municipal legislation and administration that this Board of Supervisors has come to best know Mr. Lundborg's fine capabilities and fully appreciate the value of his work in cementing the relationship of and promoting a better understanding between the Chamber and its constituents and the representatives of the City and County;

"NOW, THEREFORE, BE IT RESOLVED, that this Board of Supervisors, on behalf of the City and County of San Francisco, does hereby publicly acknowledge the splendid services rendered to said City and County by Louis B. Lundborg and does commend him in the highest degree therefor, and;

"BE IT FURTHER RESOLVED, that suitably engraved copies be tendered to the Chamber of Commerce and to Louis B. Lundborg with the Board's most sincere wish that Mr. Lundborg may enjoy the fullest measure of health, happiness and success in all his pursuits."

## Shortage of Open Top Freight Cars Critical

Calling attention of shippers to the critical shortage of open top cars, Walter A. Rohde, manager, Transportation Department, San Francisco Chamber of Commerce, this week urged Chamber members to aid in alleviating the shortage by prompt loading and unloading and otherwise taking all steps to conserve such cars.

"The shortage is due to exceptionally heavy coal loadings and the demands of the construction industry," Rohde said.

## Western Packaging Show Slated for S. F. August 10-13

First packaging show to be held in the West will take place August 10-13, when the Western Packaging Exposition and Conference opens in San Francisco's Civic Auditorium, according to an announcement by General Chairman Kenneth K. Dean.

● Over 100 major companies engaged in the manufacture or distribution of machinery, equipment, materials, supplies or services will display and demonstrate their products or services to executives concerned with packaging, packing and shipping.

Concurrent with the Exposition will be a three-day conference of industry-education sessions, to acquaint businessmen with the latest developments in packaging and to help them with problems of packaging, packing and shipping.

Opening day session of the conference will be addressed by J. Lester Perry, president, Columbia Steel Company.

## Ice Follies Return to S. F. for 12th Season

The Ice Follies returned home to San Francisco Tuesday for the 12th consecutive year to play its annual summer engagement at Winterland.

● Headed by the producers, Eddie and Roy Shipstad and Oscar Johnson, the troupe of 165 artists has just completed a tour of 16 metropolitan cities, playing before more than 2,500,000 patrons.

Premier performance of the Follies was sponsored, following the usual custom, by the San Francisco Children's Theatre Association.

The Follies is produced in San Francisco and tours the nation each year.

## Chamber Supports Proposed Urban Development Measure

Support of a proposed ordinance which would designate the Western Addition district for rebuilding under the State Community Redevelopment Act was voted last week by the Board of Directors of the San Francisco Chamber of Commerce.

● **The Western Addition** is the area bounded by California Street, Van Ness Avenue, Duboce, Haight and Presidio Avenue.

Passage of this ordinance, which is now being considered by the Board of Supervisors, is necessary before detailed planning for reconstruction of the area can be undertaken. After the area is defined, further studies will be made to determine which portion of the Redevelopment Area may be later designated as a "project area." From year to year, specific projects within the area may be proposed.

Commenting on the measure, Dwight L. Merriman, chairman of the Chamber's Civic Projects Committee, pointed out that the Chamber's action was qualified by the understanding that the interests of private enterprise are protected in the Community Redevelopment Act.

"Full opportunities for private enterprise without subsidized government competition should be maintained in real property development," he said. "It is believed that this can be accomplished within the intent of the Community Redevelopment Act."

Chamber testimony on the proposed measure was presented at a public hearing of the Board of Supervisors last week.

## Philippine Airlines Starts Pacific Sleeper Service

First sleeper air service across the Pacific has been inaugurated by Philippine Air Lines with the start of weekly flights to Manila in Douglas DC-6 transports, the air lines' officials have announced.

● **Flying the central Pacific** route via Honolulu and Wake, the DC-6's will span the 8000 miles between San Francisco and Manila in less than 30 hours of actual flying.

The DC-6's will connect at Manila with Philippine Air Lines' inter-island services or with flights to Hong Kong, Shanghai, Bangkok and other points in the Orient.

## Trade Development Tour



Members of a trade delegation from the San Francisco Chamber of Commerce are shown prior to a visit to Fresno, where they conferred with local businessmen and Chamber executives on trade problems of mutual interest to the two areas.

## West Coast-Panama Ship Route Extended; First Sailing Next Week

Extension of the Grace Line's Pacific Coast-Panama Canal route to include direct calls at Barranquilla, Puerto Cabello and Maracaibo was announced recently by company officials.

● **First sailing** in the new service will be made by the S. S. Coastal Nomad from San Francisco on June 18. Five vessels will be employed and there will be two sailings per month.

At present these vessels turn at Cristobal, with cargo for the Caribbean area being handled by transshipment.

Extension of this service was announced by officials of the Grace Line following a meeting with the Merchant Marine and Harbor Committee of the San Francisco Chamber of Commerce.

## Public Hearing Slated On Airport Regulations

A public hearing will be held in Los Angeles June 28 to consider proposed regulations to govern approval of sites for new airports and issuance of permits to existing airports, it was announced this week by the California Aeronautics Commission.

● **The Commission** emphasized that under legislation governing the issuance of the proposed rules, all improved airports in existence prior to June 30, 1947, must be issued permits even though they may not meet the Commission's requirements for new airport sites.

The proposed requirements for approval of new airport sites conform in general with the recommended standards of the Federal Civil Aeronautics Administration, according to Warren E. Carey, State Director of Aeronautics.

Copies of the Commission's preliminary draft of the regulations will be distributed to airport operators and managers and other groups. Those objecting to any of the provisions as proposed by the Commission are urged to submit alternative proposals in writing prior to the scheduled hearing.



# NOTES

from the Chamber's

## WASHINGTON OFFICE

### WESTERN TRANSPORTATION CONFERENCE

Last week a delegation from the Pacific Coast, led by Maitland S. Pennington, Vice President, Pacific Transport Lines of San Francisco, came to Washington to consult government officials and Congressional Representatives.

At the time the Western Transportation Conference was held in San Francisco last February, an Executive Committee was appointed to solve some of the problems which have contributed to the Pacific Coast losses of competitive business during the past several years. Many of the members of this Executive Committee made this trip to the Nation's Capital in the interest of the Pacific Coast as a Region to determine in what way the Pacific Coast Ports could offer better service and be in a more competitive position to obtain all business which should normally move through Pacific Coast channels.

International conditions, labor difficulties, lack of unity in rates and assessing of special charges, as well as more aggressive solicitation of traffic on the part of other ports have had their effect on Pacific Coast commerce.

The Pacific Coast is aware of the challenge presented, and greater efforts are being made to correct those factors which have contributed to this loss of competitive business. This group consulted with officials in Congress, ECA, the Army, the Federal Bureau of Supply, Munitions Board, the National Security Resources Board, and the Department of Agriculture. As a result of these conferences, the policy-making officials in these government agencies have been alerted that the Pacific Coast has the facilities to handle the cargo movements and that the government's policies should be reviewed so that all facilities should be reviewed so that all facilities not only on the Pacific Coast but throughout the country are used on an equitable basis.

Mr. Pennington and his group made it clear that they are interested in being competitive and that where it seems normal to route a movement of cargo through the Pacific Coast, consideration be given to the use of Western facilities. Already one agency has stated that it would enunciate a policy that all facilities should be used on an equitable and practical basis.

It was emphasized to these government officials who are concerned with stock-piling, procurement, and shipping that the men from the Pacific Coast were not here to obtain an unfair share of business, but were anxious to find out the policies in effect by government with respect to stock-piling, procurement and movement of government cargo so that the Pacific Coast could place their house in order to be in a competitive position to obtain their rightful share of whatever business may be developed through government or commercial channels.

Alexander von Hafften, Manager of the Washington Office of the San Francisco Chamber of Commerce, attended all of the conferences.

## G. L. Fox . . .

ment opportunities at least equal to the rates of population growth.

- "Enhance San Francisco's leadership and ability to cooperate with other communities of the Bay Region, the State, the Pacific Coast and the western states.
- "Build the prestige of the Port of San Francisco and expand air trade with ports of the world.
- "Analyze and aggressively seek adequate solutions to housing, redevelopment, school, transit and other pressing problems.
- "Recognize the changing tempo of current affairs and be prepared to deal with consequent problems to assure the greatest possible prosperity and happiness for all the people of San Francisco.

"Suggestions in behalf of the City's welfare are invited and will be welcomed."

Fox joined the Chamber staff in June, 1943, as manager of the Industrial Department.

● He has an unusual background of business experience ranging from three years as a newspaperman, in the course of which he became managing editor, to the position of Industrial and Traffic Director of the Parr-Richmond Terminal Corporation and Parr Terminal Company.

This latter position he held for six years, immediately prior to his appointment to the Chamber. His work with the Parr companies consisted of operating the Port of Richmond and sponsoring a variety of industrial projects, greatly aiding in the industrial development of Contra Costa County.

At the same time, he held a research directorship in the Contra Costa County Development Association from 1937 to 1940, writing various technical reports and preparing studies for the Chief of Engineers, U. S. War Department, on Pacific Coast marine terminal matters.

● During the thirteen years preceding his work with the Parr companies, Fox served as manager of the industrial department of the Stockton Chamber of Commerce.

Because of his comprehensive knowledge of the field, Fox was asked to serve as economist with the District Engineer Office of the U. S. War Department in its studies of the Central Valley Project in 1930.

In addition to acting as Publicity Director of the San Joaquin County Fair Association in 1923, he made an extensive tour of industrial centers in the United States and Europe in 1922-23, shortly after completing three years as a newspaperman.

Published weekly at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Leonard B. Gross, Editor. Telephone, EXbrook 2-4511. (Subscription, One Dollar a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, ENbrook 2-4511, Ext. 56.

● D-6960—VECA ELECTRIC, 2433 Occidental, Seattle 4, Washington, wish to contact local manufacturers of light fixtures, including: commercial, industrial, residential, flood and similar fluorescent, wishing representation in the Northwest and Alaska areas.

● D-6961—BIVINS KARLSON CORPORATION, 6180 So. St. Andrews Place, Los Angeles 44, Calif., manufacturers and distributors of venetian blind and screens, seeking a capable representative, with small amount of capital, to set up a branch office serving dealers and consumers.

● D-6962—VAN WATERS & ROGERS, INC., OF CALIFORNIA, 2730 Sixteenth St., San Francisco 3, California, jobbers and manufacturers' agents covering the entire Pacific Coast, Pacific Northwest, Mountain States and Texas areas, seeking additional line to handle offering warehousing and financing facilities.

● D-6963—JOHN V. RYAN, 17053 Aurora Ave., Seattle 33, Washington, sales representative, offers coverage of the Arizona and New Mexico territory to local manufacturers wishing representation in that area.

● D-6964—INTERNATIONAL OIL BURNER CO., Spring and Park Aves., St. Louis 10, Mo., offers franchise to manufacturers' agent for line of oil burning room space heaters, furnaces and window ventilating fans.

● D-6965—NATIONAL MANUFACTURING CO., INC., 132 Essex St., Boston 11, Mass., wishes to contact a local manufacturer's representative to carry their line of children's and boys' wear in San Francisco.

● D-6966—GRIFFIN MANUFACTURING COMPANY, 6115 Denton Drive, Dallas 9, Texas, interested in contacting a local manufacturer's representative to handle their line of steel switch and outlet boxes, calling on the wholesale hardware houses. Exclusive franchise.

● D-6967—INTERNATIONAL ALLIED COMPANIES, 114 East 32nd St., New York City 16, N. Y., an established firm in the export and domestic fields, offer coverage of the East Coast to California manufacturing firms interested in additional representation and possible export.

● D-6968—TOMMY TUCKER MFG. CO., 11842 West Pico Boulevard, Los Angeles 34, Calif., seeking a local distributor for their line of porcelain vacuum based baby plates and rubber play blocks calling on drug, hardware and department stores.

## Trade Zone Opens

San Francisco's Foreign Trade Zone will be officially opened to world commerce today.

● Among those officiating at the ceremonies will be W. P. Fuller Browner, president of the San Francisco Chamber of Commerce. The Chamber initiated the project in 1936 and has since led the drive for the zone.

## C. OF C. REPRESENTATIVE AT SUPERVISORS' MEETING

Attending the Board of Supervisors' meeting Monday, June 7, was:

● Henry B. King, member, San Francisco Chamber Board.





# Bay Region Business

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## Legislation For U. S. Merchant Marine Development Endorsed

Passage of the Weichel resolutions for the protection and development of American shipping is urged by the Board of Directors of the San Francisco Chamber of Commerce.

● The Board specifically asked passage of the resolutions before Congress recesses June 19.

The Weichel resolutions would amend the Merchant Marine Act of 1936 by authorizing the U. S. Maritime Commission to assume the excess cost of a new vessel attributed to extra speed and other defense features prescribed by the Navy Department. The Commission would also assume the excess costs due to compliance with health, sanitation, safety and other standards, prescribed in laws or regulations of the U. S. whenever such standards are higher than those prescribed by international convention or by representative competing foreign countries.

After deduction of the excess, a construction differential subsidy would be allowed which would be fixed at 50 per cent for the period from June 1, 1948, to July 1, 1951.

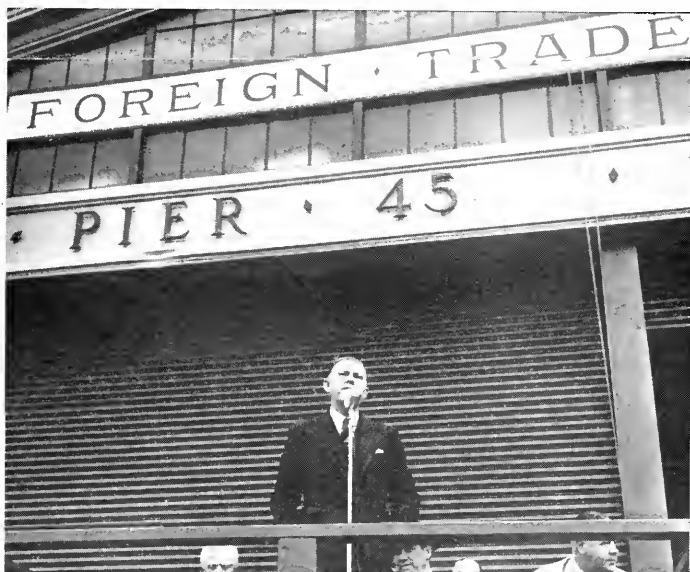
● To aid in construction of passenger vessels suitable for use as naval auxiliaries or troop transports, the purchaser would be required to make a down payment of 12½ per cent and execute a first preferred mortgage only on the particular vessel or vessels, instead of a 25 per cent down payment and mortgage on his entire fleet as required by present existing law. The interest rate would be reduced from 3½ to 3 per cent, but no dividends could be paid on the vessel's earnings without approval of the Commission. In the event of default, the purchaser would surrender the vessel to the Commission, losing his equity, but not his entire fleet.

As in most foreign countries, the owner would be permitted to scale down his investment when earnings are good and receive credit against his taxes for such return of capital. Not more than one-fifth of the cost may be so amortized in any one taxable year, however.

Payment of construction differential subsidies would be allowed on vessels in domestic service through amendment of the Act, provided the Maritime Commis-

(Continued on page 4, column 1)

## Foreign Trade Zone Opened



Photographed as he spoke at the formal ceremonies opening San Francisco's new Foreign Trade Zone is W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce. Following the ceremonies the Chamber's World Trade Association held a luncheon commemorating the event which was attended by world traders in the area.

## Seattle, Honolulu Joining Philippine Trade Trip

Businessmen from San Francisco, Seattle and Honolulu will meet Philippine executives and government officials for conferences when the trade delegation sponsored by the San Francisco Chamber of Commerce arrives in Manila July 1, it was revealed today by W. P. F. Brawner, San Francisco Chamber president.

● Since plans for the 10-day trade trip were announced, representatives of the Seattle and Honolulu Chambers of Commerce have accepted the San Francisco Cham-

ber's invitation to join the delegation, Brawner said.

Nine San Franciscans have already joined the delegation, which will be headed by Brawner. They include: Judge Roberto Regala, Consul General of the Philippine Republic; General Robert H. Wylie, Port Manager, Board of State Harbor Commissioners; Ronald E. Kaehler, President, San Francisco Stock Exchange; H. A. McConnell, Humphreys & McConnell; A. D. Lewis, Connell Brothers, Ltd.; Victor England, Proprietor, Victor England Agencies; and Alvin C. Eichholz, manager of the Chamber's World Trade Department.

Representing the Seattle Chamber of

(Continued on page 4, column 2)

## Electronics Group Tours Plant



Watching an extruding unit applying Flamenol insulation to copper wire at General Electric's wire and cable plant in Oakland are (left to right): Capt. J. B. Berkley, electronics officer, Mare Island Naval Shipyard; Lester Reukema, professor of electronics, Department of Electric Engineering, University of California; W. J. Delebanty, G-E manager of wire and cable sales at Oakland; G. L. Fox, newly-elected general manager of the San Francisco Chamber of Commerce, and E. A. Whitehead, G-E engineer, who is chairman of the Chamber's Electronics Section. The tour is one of a series being made by the Electronics Group and other Chamber committees to familiarize manufacturers with what is needed and what is available in the Bay Area.

## Pacific Coast Wholesale Volume Up 11% Over 1947

Dollar volume of merchants wholesalers on the Pacific Coast for April was 11 per cent above April, last year, and sales for the 4 months were up 9 per cent, according to latest reports from the Bureau of the Census received by the Research Department of the San Francisco Chamber of Commerce.

● End-of-month inventories at cost were 9 per cent above the same month a year ago.

Sales in the nation were up 10 per cent in April and 10 per cent for the 4-month period compared to similar periods last year. Nation-wide end-of-month inventories at cost were up 14 per cent.

### SALES BY GROUPS ON THE PACIFIC COAST

GROUP—	April, 1948 from April, 1947	PERCENTAGE CHANGE		INVENTORY April, 1948 from April, 1947
		April, 1948 from March, 1948	4 Mo. 1948 from 4 Mo. 1947	
Automotive Supplies .....	-15	9	-17	36
Clothing and Furnishings, except Shoes .....	-30	-22	-27	—
Drugs and Sundries (Liquor excluded) .....	-1	-10	3	-3
Dry Goods .....	18	-6	15	-8
Electrical Goods (Full line) .....	21	-7	20	26
Fresh Fruits and Vegetables .....	18	-4	10	—
Furniture and House Furnishings .....	55	-1	19	36
Groceries and Foods, except Farm Products .....	9	1	0	—
Beer .....	10	7	4	29
General Hardware .....	-16	-14	-6	—
Industrial Supplies .....	24	-5	10	—
Plumbing and Heating Supplies .....	25	-5	32	33
Lumber and Building Materials .....	4	1	4	7
Tobacco and Its Products .....	—	—	—	—
TOTAL .....	11	-3	9	9

## Fruit Fly Damaging Hawaiian Pineapple And Coconut Crops

Damage to Hawaii's fresh pineapple and coconut crops from the Oriental fruit fly has brought forth another request from the San Francisco Chamber of Commerce for allocation of government funds for research on control measures.

● The local office of the Department of Agriculture reports that recent damage to these crops has resulted in suspension of shipments to the mainland and that California's fruit crops may be endangered through transportation of the insect.

Original request for research funds was made by the Chamber last spring when its Agricultural Committee, headed by Robert Di Giorgio, pointed out that control techniques by chemical means have proved ineffective.

"This indicates that biological control must afford a reasonable solution to the problem," Di Giorgio said. "Therefore, we urge that funds be allocated to the U. S. Bureau of Entomology and Plant Quarantine for further research into control measures."

## Freight Traffic Problems Being Discussed Here

"Repeal of the Excess Brakeman Law" will be discussed by Leo E. Sievert, Executive Representative of the President, Atchison, Topeka & Santa Fe Railway Company, at today's luncheon session of the Pacific Coast Transportation Advisory Board, in the Rose Room of the Palace Hotel, it has been announced by General Chairman T. F. McCue.

● The luncheon, which is open to the public, is being sponsored by the San Francisco Chamber of Commerce, Industrial Traffic Association of San Francisco, Pacific Railway Club, Pacific Traffic Association of San Francisco, San Francisco Traffic Club, Transportation Club of San Francisco and Women's Traffic Club of San Francisco.

Carl J. Eastman, former Chamber president, will represent the organization at the luncheon which is being held in conjunction with the Board's two-day meeting here.

Yesterday's sessions were devoted to meetings of the various committees, and committee reports were presented at this morning's sessions. Walter A. Rohde, manager of the Transportation Department of the San Francisco Chamber, presented the report of the Legislative Committee, of which he is chairman.

# SAN FRANCISCO TAX CALENDAR—SECOND HALF 1948

## CITY - STATE - FEDERAL

Compiled by the Research Department, San Francisco Chamber of Commerce

### CITY - STATE SECTION

Date*	Interested Parties	Act Required	Responsible Agency
Each month this day			
1	Common carriers	File report and pay tax on distilled spirits sales for second preceding month	State Bd. of Equalization
1	Distributors motor vehicle fuel	File and pay tax for second preceding month	State Bd. of Equalization
15	Commercial carriers	File report of alcoholic beverages imported during preceding month	State Bd. of Equalization
15	Distilled spirits mfrs., mfrs., agents, and wholesalers, rectifiers and brandy mfrs.	File and pay tax for preceding month	State Bd. of Equalization
15	Beer and wine mfrs. and importers	File return and pay taxes for preceding month	State Bd. of Equalization
15	Producers and brokers	File report for preceding month	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles	File report and pay tax for preceding month	State Bd. of Equalization
20	Motor vehicle transportation operators	File return and pay tax for preceding month	State Bd. of Equalization
Last day of month	Retailers and purchasers of tangible personal property subject to tax	If paying on monthly basis, file return and pay tax on or before last day of following month	State Bd. of Equalization
July			
15	Off-sale general licensees	File report for quarter ending 6/30 and pay required additional license fee	State Bd. of Equalization
15	Wine growers	File report for fiscal year ended 6/30 and pay required additional license fee	State Bd. of Equalization
15	Retailers and purchasers of tangible personal property subject to tax	File return and pay tax for quarter ended 6/30	State Bd. of Equalization
August			
5-19	Owners of state-assessed property and private car owners	Assessment roll open to inspection, hearing on petition for re-assessment	State Bd. of Equalization
10	Insurance companies	Tax payable; delinquent after November 15	State Controller
15	Individuals	Pay second installment of tax if on calendar year basis	Franchise Tax Commissioner S. F. City and County Tax Collector
31	Property owners	Last day to pay taxes on unsecured personal property roll	
Sept.			
See "Each Month this Day"			
10	Insurance companies	Apply for correction of assessments	State Bd. of Equalization
15	Banks and corporations	Pay second installment of tax if on calendar year	Franchise Tax Commissioner
15	Corporations	Pay second installment of corporation income tax if on calendar year basis	Franchise Tax Commissioner
October			
See "Each Month this Day"			
15	Off-sale general licensees	File report for quarter ended 9/30 and pay required additional license fee	State Bd. of Equalization
15	Retailers and purchasers of tangible personal property subject to tax	File return and pay tax for quarter ended 9/30	State Bd. of Equalization
Nov.			
See "Each Month this Day"			
1	Property owners	Pay first installment real property taxes and one-half or all personal property taxes on Secured roll	S. F. City and County Tax Collector
15	Insurance companies	Pay taxes	State Controller
Dec.			
See "Each Month this Day"			

### FEDERAL SECTION

Date*	Interested Parties	Act Required	Responsible Agency
Each month this day			
10	Employer	Payment to authorized depository by employers who withheld more than \$100.00 during previous month	Collector of Internal Revenue
15	Brokers, dealers, etc.	File returns covering stocks and bonds transactions for preceding month, accounting for stamps for stamp taxes	Collector of Internal Revenue
15	Individuals	Individuals whose fiscal year begins the first of any month except January—file deductions and make first payment on 15th of second month following; the first amendment and second payment are due on 15th of the fifth month following; the second amendment and third payment on the 15th of 8th month following; final amendment and payment the 15th of the 12th month following; with final return due the 15th of the 14th month following.	Collector of Internal Revenue
15	Corporations, Estates and Trusts	Corporations, estates and trusts whose fiscal year ends with end of any month other than December 31—Income and excess Profits tax returns are due 15th of the third month following the end of the fiscal year, also the first of the quarterly payments are due on the same date and the succeeding quarterly payments the 15th of every third month	Collector of Internal Revenue
Last day of each month	Retailers, mfrs., amusements, cabarets	File return for preceding month and pay tax due for admissions, dues and miscellaneous taxes, including Retailers Excise Tax	Collector of Internal Revenue
July 31 and Oct. 31	Employer	File quarterly return and make payment of taxes withheld, including Old Age insurance accrued, during preceding calendar quarter on Form W-1; last quarter return on Form W-3	Collector of Internal Revenue

(Continued on Page 4)

# SAN FRANCISCO TAX CALENDAR—Continued

## CITY - STATE SECTION

Date*	Interested Parties	Act Required	Responsible Agency
Dec. 5	Private Railway car owners	Pay taxes; delinquent after December 5	State Bd. of Equalization
5	Property owners	Last day to pay first installment, real property taxes and one-half or all personal property taxes on Secured roll	S. F. City and County Tax Collector
15	Individuals	Pay 3d installment if income taxes on calendar year basis	State Franchise Tax Commissioner
31	Producers and brokers motor vehicle fuel	Pay fee and apply for license for ensuing year	State Bd. of Equalization

## FEDERAL SECTION

Date*	Interested Parties	Act Required	Responsible Agency
Sept. 15	Individuals (except Farmers)	Pay one-quarter of 1948 estimated tax found due March 15, 1948, or one-third 1948 estimated tax found due June 15, 1948. Those required to file declaration for first time at this date, pay one-half of balance of the 1948 estimated tax.	Collector of Internal Revenue
Sept. 15 and Dec. 15	Corporations, Estates and Trusts	Quarterly payment due on 1947 taxes reported for calendar year	Collector of Internal Revenue

### LOCATION OF LOCAL OFFICES OF RESPONSIBLE AGENCIES:

Assessor, City and County of San Francisco, City Hall, Civic Center	KLondike 2-1910	California State Board of Equalization, State Bldg., Civic Center	Underhill 1-8700
Tax Collector, City and County of San Francisco, City Hall, Civic Center	HEmlock 1-2121	California State Franchise Tax Commissioner, 540 Van Ness Avenue	Underhill 1-7234
California State Department of Employment, 149 New Montgomery St., Yukon	6-0160	California State Motor Vehicle Department, 160 South Van Ness Ave.	Market 1-4820
Make payments to: California Department of Employment, 1025 P St., Sacramento 14, California		U. S. Collector of Internal Revenue, 100 McAllister St.	KLondike 2-2833

Date\*—If any date falls on a Sunday or legal holiday, the return is due on the following day.

## Merchant Marine . . .

sion decides this will aid in carrying out the purposes of the Act.

● **Rebuilt or reconvered vessels** would have their extended life expectancy re-computed by the Coast Guard and their depreciation value adjusted accordingly.

**Minimum age for obsolete vessels** would be reduced from 17 to 12 years, to avoid an accumulation of obsolete vessels and encourage earlier turn-ins. The scrap value and depreciated value based on a 20-year life would be eliminated, with the market value in world or domestic trade of the United States becoming the sole basis for turn-in allowance.

Finally, this legislation would repeal the section of the present Act requiring the Maritime Commission to prescribe minimum manning and wage scales and minimum working conditions on a subsidized vessel. It is maintained by shipping interests that this section no longer serves any useful purpose, since collective bargaining has resulted in present standards being far above the minimum standards prescribed by the Commission.

Chamber action followed a study of the legislation by its Merchant Marine and Harbor Committee, under the direction of Chairman Hugh Gallagher.

Pointing out that there is a shortage of ships, tankers and other vessels necessary for national defense and the maintenance of the nation's position in world commerce, Gallagher declared, "The shipping industry cannot bear the burden of meeting foreign competition and of maintaining the types of vessels necessary for national defense without more substantial government aid than is offered under the Merchant Marine Act."

Gallagher called attention to the fact that not a single ship is under construction in any Pacific Coast shipyard at present.

"Passage of the Weichel resolutions will help to put the shipping and ship-building industries of this nation on a sound basis," he declared.

## Philippine . . .

Commerce will be John P. Studebaker of Western Machinery and Storage Company. Representatives of the Honolulu Chamber will join the delegation in Honolulu.

San Francisco businessmen now in Manila who will join the groups in trade conferences include: E. Russell Lutz, Vice President in charge of Foreign Administration, American President Lines; Dale L. Blanton, Manager, Export Department, Atkins, Kroll & Company; John E. Wagner, Vice President Pacific Far East Line; John Bryant, World Wide Trading Company; J. A. Bathrop, General Manager, United States Lines; M. Harvey Brotman, Brotman Associates, Inc.; and Julius Foyer, Pamco Inc.

Businessmen interested in participating in the trip should immediately contact Alvin Eichholz, manager of the Chamber's World Trade Department, as reservations are limited and a number of other businessmen are endeavoring to make arrangements to go with the group.

### C. OF C. REPRESENTATIVE AT SUPERVISORS' MEETING

Attending the Board of Supervisors' meeting Monday, June 14, was:

● **Daniel E. Koshland**, member, San Francisco Chamber Board.

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

**D-6969—PRESTON ROCHE**, 117 W. Ninth St. Los Angeles 15, Calif., manager for a well known manufacturer of conveying equipment and a variety of products, both large and small, desires an agent to handle their lines in Northern California.

**D-6970—CORTLAND COLOR CORPORATION**, Palatine, Illinois, interested in securing a local distributor for their opaque silk screen process inks used on glass, acetate, paper, cardboard, wood, parchment, etc. Already being used by several established screen processing Eastern firms.

**D-6971—IMPERIAL BELTING COMPANY**, 1730 South Kilbourn Ave., Chicago 23, Ill., seeking a local distributor for their specialized conveyor, elevator and power transmission belting in the San Francisco area.

**D-6972—A. JAEKLI FABRICS, INC.**, 45 West 34th St., New York 1, New York, seeking a manufacturer's representative or representatives in San Francisco to handle their lines of fishing line and/or mantilla scarfs and lace.

**D-6973—THE MELBURN COMPANY, INC.**, 521 Fifth Avenue, New York 17, N. Y., manufacturers' representatives now contacting chain and syndicate stores interested in contacting local manufacturers manufacturing lines suitable for this type of store.

**D-6974—BENJAMIN REEL PRODUCTS, INC.**, 10700-10710 Broadway, Cleveland 5, Ohio, seeking a sales representative in San Francisco area to handle their line of reded electric cords used in homes, stores, hospitals, factories, etc.

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# Bay Region Business

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Number 26

## B. A. I. E. Pays Off



Pictured above is James G. Markel, president, Bay Area Industrial Exposition, presenting a check for \$5,330 to W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce. The check represented re-payment to the Chamber of an underwriting loan to the B. A. I. E. Presentation was made at a Bay Area press-radio dinner at Treasure Island.

## "Many Mutual Interests Make Trade Meeting Important,"—Brawner

Strengthening of U. S.-Philippine trade relations and the restoration of prosperity in the Pacific area will be the principal objectives of the forthcoming San Francisco Chamber of Commerce conferences in the Philippines, it was revealed today by W. P. Fuller Brawner, Chamber president.

● A Chamber delegation of business men will arrive in Manila July 1 for a 10-day trade trip, during which time they will hold conferences with officials of the Philippine government and Chamber of Commerce and Manila businessmen.

Pointing out that it is to the interest of the U. S. to have the Philippine Republic grow strong industrially, politically and economically, Brawner said, "A strong and free Philippine Republic will be a vital force in stabilizing and developing the whole Pacific area. With a higher economic standard of living, the Philippine Republic will be able to supply many useful materials to the United States and will create a larger market for Pacific Coast and other American products."

He declared, "A start toward these objectives can be made through the trade conference itself."

● In discussing some of the questions involved in this study, Brawner stated that the agenda of the conference would cover such important issues as the maintenance of two-way trade and the encouragement of foreign capital though legislation which would speed up progress in rehabilitating the Islands and, at the same time, prevent their exploitation.

"It is our belief and sincere hope that the Philippine Republic is destined to become a real power in the Pacific economically and politically," Brawner declared, "and it is our further hope that no matter what may be accomplished by this conference from a business or world trade standpoint, the conference will at least succeed in continuing our relations with the Philippine Republic on a most friendly basis."

## Space at Industrial Exposition Sold Out . . .

Forty-three mayors of leading communities in the 12 Bay Area counties have been invited to attend the formal opening of the Bay Area Industrial Exposition at 2:00 P.M., Friday, July 2, in San Francisco's Civic Auditorium, it was revealed this week by James G. Markel, BAIE president.

● The invitations were extended by Mayor Elmer E. Robinson of San Francisco and W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce.

Mayor Joseph E. Smith of Oak-

land will officiate at the opening ceremonies.

The sell-out of \$50,000 worth of space in the exposition was announced at a dinner last week honoring BAIE executives and directors. The dinner was given at Treasure Island by Junior Chambers of Commerce in the Bay Area.

Speakers included: Chamber president Brawner; Dale Douglass, manager, Chevrolet Oakland plant; William C. Twichell, project engineer, University California Radiation Laboratory; Gayle Grubb, station manager, KGO, and BAIE President Markel.

## Advisory Group Formed For Bay Area Airport Planning

Airport development in the San Francisco Bay Area took another progressive step today with the formation of a Bay Area Airport Planning Group to act in an advisory capacity in conducting an area-wide study of aviation potentialities and requirements, it was jointly announced today by the Bay Area Council and the Bay Area Aviation Committee.

● Establishment of this new airport planning group was made at the request of Mayor Elmer E. Robinson.

The appointed members are: Fred L. Ellsworth, Chairman, Bay Area Aviation Committee; Ernie L. Smith, Assistant to the Vice - President, Trans - World Airlines; John Marr, Oakland City Planning Engineer; Frank S. Skillman, Secretary, San Mateo County Planning Commission; T. J. Kent, Jr., Association Professor of Civic Planning and Chairman of the Department of Civic Planning, Graduate Division, University of California; and B. M. Doolin, Manager, San Francisco Municipal Airport; Howard Waldorf, Manager, Aviation Department, Oakland Chamber of Commerce; Weldon Vance, Assistant General Manager, Berkeley Chamber of Commerce; and James McCarthy, Acting Director, Planning Commission, City and County of San Francisco.

The Bay Area Airport Planning Group will work in close cooperation with the San Francisco Planning Commission and its staff, which will conduct the actual technical study involved in completing a master airport plan.

Work of the Airport Planning Group, initial phases of which may be launched immediately with technical assistance, falls in three parts:

- A determination of aviation potentialities in the Bay Area.
- A determination of the facilities (number and classification of airports) required to meet the potential needs of the Bay Area.
- A determination of general site locations.

Objective and scope of the Bay Area Airport Plan, as recommended by the Technical Committee, is to coordinate county airport plans into an overall regional airport plan based on the needs of the region and integrated with the motorways, transit, and land use plans of the region.

The plan to be prepared would be "for a regional airport system, designating the number of airports required in each classification, their locations, and operating organizations."

## Hawaiian Neighbor Welcomed



*Luigi Giacometti, past president, Hilo Chamber of Commerce, presents Hawaiian leis to a delegation from San Francisco Chamber of Commerce who were on hand to welcome him upon his arrival last week on the Mainland for a visit. Left to right: Carroll Snyder, Domestic Trade Manager; Kenneth R. MacDonald, Aviation and Agriculture Manager; United Air Lines Stewardess Frances Hall; and Giacometti.*

## City's Founding To Be Celebrated June 29

The 172nd anniversary of the founding of San Francisco will be commemorated by a full day of activities on Tuesday, June 29, according to an announcement by Mrs. Reginald Courtenay Jenkins, chairman of the Mayor's Citizens' Committee.

● As in previous years, tribute will be paid to the city's co-founders, Father Francisco Palou and Captain Jose Joaquin Moraga, who, on June 29, 1776, established Mission Dolores.

The celebration this year will begin with a morning mass and ceremony in the Mission's historic cemetery.

At noon General Mark W. Clark, Commanding General, Sixth Army, will preside at a luncheon at the Presidio Officers' Club. Guest of honor will be Dr. Herbert E. Bolton, director emeritus, Bancroft Library, University of California. Dr. George P. Hammond, director of the Library, will be speaker.

Tickets can be obtained from the San Francisco Chamber for \$2.25 each. Transportation will be available between Mission Dolores and the Officers' Club.

That night the public is invited to a celebration at 8:00 P.M. in the Gold Room of the Palace Hotel.

## S. F. Chamber Executives At Western Institute Of National Chamber

Two San Francisco Chamber of Commerce executives are in Eugene, Oregon, this week attending the Western Institute being held at the University of Oregon June 20-26.

● The Institute is a week-long annual clinic for executives engaged in Chamber of Commerce or trade association management. It is sponsored by the universities of Oregon, Nevada, and Southern California, Whittier College, the Chamber of Commerce of the United States, and western chambers of commerce and trade association executives.

Representing the San Francisco Chamber at this year's Institute are Carroll Snyder, manager, Domestic Trade Department, and Allen Cady, Assistant to the Public Relations Manager.

## S. F. Man Named To Industry Group

Appointment of Wakefield Baker of Baker and Hamilton, San Francisco steel dealers, to the Merchant Steel Products Distributors Advisory Committee has been announced by Secretary of Commerce Charles Sawyer.

● The committee is one of several industry advisory committees being created to represent the general steel products distributors and merchant steel products distributors.

The Merchant Steel Products Advisory Committee will represent distributors of wire, nails, roofing, galvanized sheets and other steel items.

# Campaign Underway To Promote Foreign Trade Zone

A campaign to promote San Francisco's Foreign Trade Zone throughout the world is now underway, it was reported today by W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce.

● The Zone opened officially at Pier 45 on Thursday, June 10, with entry of two cargoes for processing and transshipment. Since then the Zone has received for transshipment three carloads of whiskey from Canada, one carload of beer, and 350 tons of coconut oil from Siam. Around 6,000 tons of other merchandise is expected within the next three or four months.

The Chamber's World Trade Department has already started distribution of literature describing the Zone's facilities and a report on the Port of San Francisco prepared by the Board of State Harbor Commissioners, Brawner said.

The material is being sent to all American government representatives in leading capitals and commercial centers abroad, all American and foreign Chambers of Commerce abroad and foreign Chambers of Commerce in the United States. In addition, the Chamber's Washington Office is distributing the literature to foreign business visitors to the United States.

● Reprints of an article on the Zone appearing in the Foreign Commerce Weekly published by the U. S. Department of Commerce are also being mailed abroad. In addition to general foreign distribution, copies of this article are being distributed by Radio Corporation of America to its offices in 50 foreign countries.

The Board of State Harbor Commissioners has scheduled advertisements for worldwide circulation in 13 international publications.

Use is also being made of the film, "The Port of San Francisco Comes of Age," according to Brawner. The 22-minute film featuring the facilities of the Foreign Trade Zone will be shown to all types of trade organizations throughout the country and, in addition, may be flown to Manila when the Chamber's trade delegation leaves on its Philippine trade trip June 30, he said.

"Although San Francisco's long-sought ambition for a Foreign Trade Zone has been realized, the Chamber's work on this project will continue," Brawner declared. "We intend to make use of every media, every device to advertise its facilities to the world."

## S. F. Independent Retail Sales Up 3 Per Cent . .

San Francisco independent retail store sales for the first four months of 1948 were 3 per cent above the same period last year, according to a study released today by the Research Department of the San Francisco Chamber of Commerce.

● According to the study which was based on a U. S. Bureau of the Census report, Alameda led the Bay Area communities with a gain of 7 per cent. Berkeley and Oakland gains were each 6 per cent; Richmond 5 per cent, and Vallejo 1 per cent. Alameda and San Francisco Counties combined were up 4 per cent and were identical to the Los Angeles County increase, and Sacramento County sales were up 3 per cent for the same period.

Below is a chart of sales by kinds of business in San Francisco, as reported by the Bureau of the Census.

SALES BY KINDS OF BUSINESS FOR SAN FRANCISCO

KIND OF BUSINESS	PERCENTAGE CHANGE IN SALES		
	April, 1948 From April, 1947	4 Mo. 1948 From 4 Mo. 1947	April, 1948 From March, 1948
Total	1	3	-8
Food Group	-5	-3	-1
Grocery and Combination Stores	-6	-1	-1
Grocery Stores (without fresh meats)	-6	-1	-1
Combination Stores (groceries, meats)	-5	-4	-1
Meat Markets	-6	-11	5
Fruit Stores, Vegetable Markets	-4	-3	1
Bakeries, Caters	-4	6	-18
Delicatessen Stores	-4	3	-5
Eating and Drinking Places	-6	-6	-3
Restaurants, Cafeterias, Lunchrooms	-5	-5	-1
Lunch Counter, Refreshment Food Stands	-8	-8	-7
Drinking Places with Meals	-2	0	8
Drinking Places without Meals	-13	-11	-1
General Merchandise Group	-2	1	-12
Department Stores	-2	1	-12
Apparel Group	-8	-4	-13
Men's, Boys', Clothing and Furnishings Stores	-13	-8	-7
Family Clothing Stores	-28	4	-21
Women's Ready-to-Wear Stores	-2	0	-15
Shoe Stores	-32	-12	-17
Custom Tailors	-19	-17	-7
Furniture-Household-Radio Group	14	12	5
Furniture Stores	16	15	6
Household Appliance Dealers	9	14	-7
Lumber-Building-Hardware Group	12	18	-7
Lumber-Building Materials Dealers	10	19	7
Hardware Stores	16	18	-1
Automotive Group	11	18	-9
Motor-Vehicle Dealers	13	20	-9
Accessory, Tire, Battery Dealers	1	1	-10
Filling Stations	-5	-13	-4
Drug Stores	-6	-11	-6
Liquor Stores (packaged goods)	-19	-17	-4
Cigar Stores, Cigar Stands	-12	-9	-15
Jewelry Stores	-11	-4	8
Florists	-31	-11	-24

## NOTES from the Chamber's WASHINGTON OFFICE

### ● GENERAL PROPERTY OFFICE

Legislation was recently introduced in the House of Representatives to bring about a major consolidation of all the government's property, planning, and procurement agencies into a new agency to be called the "General Property Office." No action was taken on this bill during the recent session of Congress. However, the measure was introduced so that Congressmen may have an opportunity to carefully study its features in order that prompt action can be taken on it when the next Congress convenes in January.

● Under the terms of the proposed legislation, the new General Property Office would consist of and perform the functions of:

(1) The Bureau of Federal Supply, which would be transferred from the Treasury Department.

(2) The Public Buildings Administration from the Federal Works Agency.

(3) The General Land Office to be transferred from the Interior Department.

(4) The War Assets Offices from the Executive Office of the President or from whatever Department such an agency might be located when the new legislation creating the General Property Office would become law.

Under the Bill the Military agencies have not been included. The Bureau of Federal Supply and other agencies have always provided at least some of the military agencies procurement requirements. Such services would be continued and maintained under the new proposal.

All of the buying, selling, leasing, planning and building for the government and serving of Federal Departments and Bureaus would be carried on by the new Agency.

Proponents of this important measure claim that this new set-up would eliminate duplication and waste and thereby save the Federal Government millions of dollars every year.

### ● CARRIER AGREEMENTS

During the 80th Congress, President Truman has vetoed 29 bills and Congress has overridden him five times. One of the most important measures that has been enacted into law over the President's veto has been the Carrier Agreements Bill (S. 110). This measure exempts rate-making agreements among carriers from the anti-trust laws provided they are approved by the Interstate Commerce Commission. The San Francisco Chamber has been in favor of this legislation.

## "Expanded World Markets Needed"—Fox

World-wide prosperity, full employment and world trade may well be the best way to accomplish peace, G. L. Fox, newly-elected vice president and general manager of the San Francisco Chamber of Commerce, said this week.

● Speaking before the Chamber's World Trade Association, Fox declared that if the U.S. can assimilate the products better produced by foreign countries, it will build up their economy and create better markets for this country.

Foreign markets are also more essential than ever before to Bay Area industry because of rising "break-even" points in domestic industry, he stated.

"Changing conditions are necessitating larger production per plant unit to keep costs down," Fox said. "This means that many manufacturers studying western plant possibilities have in mind serving export markets from Bay Region plants as well as western domestic market."

According to Fox, present conditions justify redoubling of efforts to: Improve and diversify marine terminal facilities; coordinate activities of various agencies in analysis of shipping costs in light of recent freight rate adjustments; assist in solution of problems of American Merchant Marine; conduct continuing program to determine western market to be best served by Bay Area factories using imported raw materials; simplify methods of billing marine terminal and port charges; and cooperate in creation of World Trade Center.

## New Addition to C of C Transportation Staff

Appointment of James M. Cooper as assistant in the Transportation Department of the San Francisco Chamber of Commerce was announced today by General Manager Louis B. Lundborg.

● Cooper, who will assume his new position on July 1, will make rate studies for industrial use and for individual members, analyze all new tariff material, and prepare a directory of steamship services, among other special duties.

He comes to the Chamber from Standard Brands, Inc., where he was engaged in rate work for the firm's Pacific Coast region. In addition to his industrial traffic experience with this and other firms, Cooper handled many phases of local freight operations during his association with Southern Pacific Company and Tidewater Southern Railway Company.

## Argentine Marine Insurance Regulations Called Discriminatory

Alterations in Argentine legislation restricting operations of American marine insurance companies was urged today by the Board of Directors of the San Francisco Chamber of Commerce in a request to the State Department.

● Plans are now under consideration by Latin American countries to force shipments between certain countries and the United States to be made in vessels owned or operated by nationals of the various countries.

Likewise, under terms of an Argentine government decree creating an insurance institute, marine insurance is restricted to Argentine insurance companies in all cases when the transport risk rests with an Argentine.

Until recently, in cases where a U. S. resident was importing or exporting to or from the Argentine and possessed title to the merchandise, it was possible for him to insure in a U. S. company because the merchandise was at his risk. Now, however, the Argentine Insurance Institute is interpreting the decree as requiring all imports and exports between the Argentine and the U. S. to be insured in Argentine companies, incorporated in the Argentine and owned by Argentine citizens.

Terming this interpretation and enforcement of the decree as serious discrimination against American marine insurance and steamship companies, Dwight K. Grady, chairman of the Chamber's World Trade Committee, declared that the freedom of international trade between the United States and the Argentine would be materially affected.

● "Throughout the entire history of marine insurance it has been the tradition that the shipper and consignee have been free to place their marine insurance wherever they desired and to the best interests of those involved," Grady stated. "Any discriminatory regulation by a government is obviously a trade barrier and a form of discriminatory treatment in international commerce."

Grady pointed out that such regulations were contrary to the provisions of the I. T. O. Charter and were condemned at the 34th National Foreign Trade Convention last year.





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## Chamber Group Enroute to Philippines

### B. A. I. E. Gets Official Support



*The Bay Area Industrial Exposition, in miniature, moved to the office of Mayor Elmer E. Robinson last week when W. P. Fuller Brawner (left), president, San Francisco Chamber of Commerce, and James G. Markel (right), BALE president, enlisted Mayor Robinson's support of the show, largest industrial exposition to be held west of Chicago. The eight-day exposition opens July 2.*

A full program of activities awaits the San Francisco Chamber of Commerce trade delegation on its arrival in Manila today.

● **Headed by W. P. Fuller Brawner**, Chamber president, the delegation of San Francisco, Seattle and Honolulu businessmen will be met by representatives of the Manila Chamber on arrival, following which they will be guests at a cocktail party given by Mayor Manuel de la Fuente of Manila.

The next day will feature an air visit to Baguio where the group will observe mining activities. On July 4 members of the delegation will participate in the Philippine Independence Day celebrations and the next day will visit an agricultural school and other points outside of Manila. That evening they will be honored at a dinner given by the National Development Company of Manila.

On July 6 the delegation will fly to Davao to visit hemp plantations and factories, returning the next day to attend two days of trade conferences with Philippine government and Chamber of Commerce officials and Manila businessmen.

Important topics slated for discussion will revolve around prevailing economic conditions, aiding foreign investment opportunities, transportation rehabilitation, possible establishment of a foreign trade zone in Manila, present trade barriers, and the fostering of better Philippine trade relations.

Before their departure from Manila on July 11, members of the group will be received by President Elipido Quirino of the Philippine Republic.

### Trade Trip Slated For Santa Rosa, Healdsburg . . .

Interest will focus on Santa Rosa and Healdsburg Wednesday, July 14, when the Domestic Trade Committee of the San Francisco Chamber of Commerce will sponsor the next in a series of visits to San Francisco's neighboring communities.

● Leaving around 8:30 a. m., Wednesday, the group will travel by chartered Greyhound bus to Healdsburg, where

they will visit the community's plants and lunch with members of the Healdsburg Chamber.

In the afternoon they will visit Santa Rosa where several activities, including a dinner meeting, have been scheduled for them by the local Chamber. They will return to San Francisco that night.

Chamber members interested in making the trip should contact Carroll Snyder, manager of the San Francisco Chamber's Domestic Trade Department, EXbrook 2-4511.

### "Holiday" Coming

The Chamber has been advised by the Curtis Publishing Company that additional copies of the "San Francisco" issue of Holiday magazine have been shipped here for newsstand sale.

● Demand for the issue was so great that dealers were sold out immediately after the current issue reached the city.

# General Business Activity

## Thumb Nail Sketch: by the Research Department

### ● TREND

General business activity in San Francisco broke through to a new May high of 227.1, measured by our Index, and was 8.3 per cent above May last year. Major labor disputes in the Bay Region, unseasonal weather, and indecision in important national issues handicapped local business activity during most of the month; however, by the close of the month evidence of better business for months just ahead was accumulating.

Some of the encouraging factors included settlement of certain major labor disputes in the important metals industry group, a large reduction in the application file for unemployment insurance, and anticipated employment increase in several groups in the manufacturing industries including food processing, automobile assembling, apparel, metal groups and some Federal Government installations—which could carry employment in the San Francisco Industrial Area above the 900,000 level, or about 58 per cent above that of 1940. About 42 persons out of every 100 living in this Area are now employed, compared to 40 persons in April, 1940.

### ● CONSTRUCTION AND REAL ESTATE

May building permits value, stimulated by sizeable non-residential projects, rose to one of the highest monthly levels for many years, numbering 711 and amounting to \$8,038,816. There were 23 non-residential permits valued at \$5,114,250, including one permit for a steel frame office building to cost \$4,700,000 and a \$200,000 alteration job on another building. Permits were also issued for a \$90,000 bottling plant and \$60,000 dry cleaning plant. New residential permits numbering 199 and valued at \$2,053,063 provided for 234 dwelling units, of which 175 were single-family units. Additions, alterations and repairs numbered 493 with value of \$879,503.

Real estate sales value sank to one of the lowest monthly levels during the post-war period, with May sales numbering 1,329 and amounting to \$15,330,219, compared to 1,570 sales of \$21,124,228 last May.

### ● TRADE

Department store retail sales in San Francisco during May, according to the Federal Reserve Bank reports, were up 3 per cent above the corresponding period last year, compared to 1 per cent in California and 1 per cent in the Twelfth Federal Reserve District. Sales in the Central Valley were up 6 per cent; Sacramento 8 per cent but off 4 per cent in San Jose. San Diego with a gain of 9 per cent, made the best improvement in California compared to May, last year.

San Francisco independent retail stores in April (latest available) were 1 per cent above last April and 3 per cent for the four months cumulative. (For complete report see "Bay Region Business" June 24, 1948.)

Pacific Coast merchants wholesalers sales during April (latest available) were 11 per cent above last April, with the four months cumulative up 9 per cent. April inventories were up 9 per cent also, according to the Bureau of the Census reports.

### ● EMPLOYMENT

During May 3,155 placements were made in San Francisco, 2,315 in the industrial field and 840 in the commercial field, according to the California State Department of Employment. The number of insured workers' unemployment claims filed in San Francisco dropped 7,953 during the week between May 27 to June 3, of which 5,912 were Continued Claims. This large reduction was attributable in part to termination of certain disputes in the metal and related industries.

San Francisco Bay Area, with about 25 per cent of the State population, accounted for about one-fifth of the total Continued Unemployment Claims and Veterans Claims in the State for week ending June 3.

Recent reports reveal that during the first year of the State Disability Insurance System, average benefit payments amounted to \$22.37, and average duration of all claims was 7.8 weeks.

A survey of after-graduation plans of 2,353 public school seniors made early in June shows that about 50 per cent of the youth plan to continue their education; only one-half of those entering the labor market expect to be available for vacation work only. Twenty per cent indicated they had jobs prior to graduation; the majority of this group were girls with commercial training.

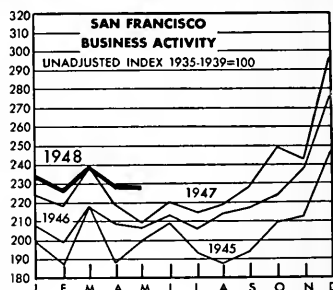
Engineers and draftsmen are much in demand for local and overseas employment, also competent stenographers, experienced file clerks, nurses for hospitals, and professionally trained accountants.

### ● MANUFACTURING

As a result of labor disputes and reduction of the shipbuilding program in May, factory employment in the San Francisco Industrial Area dropped to 106,300—3,700 below the preceding month. By the end of the month, however, two major labor disputes had been settled, and employment in metal products industries was again returning to the earlier Spring level. Production workers in the non-durable group reached 56,200 and were above the last May total of 55,800; but in the non-durable group there were only 50,000 production workers engaged, compared to 66,000 last May.

May average weekly earnings in the manufacturing industries were \$60.62 compared to \$58.56 in April and \$56.34 last May. Hourly earnings averaged \$1.566, \$1.548 and \$1.451 respectively. Hours worked per week averaged 38.7 compared to 37.8 in April and 38.8 last May.

There were 17 new industries during



May in the Bay Area with outlays of \$3,260,000 and 12 expansions with outlays of \$985,500. The Northern California total included 23 new plants with outlays of \$4,270,000 and 15 expansions with outlays amounting to \$1,115,500.

### ● UTILITIES

May electrical energy sales were off 4.4 per cent compared to last May and the five months cumulative was off 1.5 per cent, the latter influenced some by the water restrictions during the water shortage period. Industrial and commercial gas sales were up 12.5 per cent but the 5 months cumulative was off 1 per cent. There was an increase of 176 water consumers during May, bringing the 5 months cumulative to 1,292 compared to 1,511 last year.

### ● FINANCE

Financial transactions in San Francisco during May, measured by bank debits, amounted to \$2,202,592,000 or 16.7 per cent above May last year. During the first five months bank debits totaled \$11,189,362,000 or 10 per cent above the same period last year. San Francisco Stock Exchange transactions made large gains and was recently reported the second largest regional Stock Exchange, based on volume, in the nation. Shares traded in May numbered 1,463,851 with market value of \$33,793,141 or a gain of 37.8 per cent and 75.6 per cent respectively. Commercial failures rose to 13 compared to 3 a year ago, and brought the five months cumulative to 36, or nearly double that of the same period last year.

### ● TRANSPORTATION

During May there was a general shrinkage of freight car movements throughout the coastal area. Movements in the San Francisco-Oakland switching limits amounted to 41,987 compared to 51,554 a year ago. The five months cumulative of 224,130 was 14.6 per cent below last year. On the other hand May ship arrivals in the San Francisco Bay reached a new post-war monthly high of 350 with registered tonnage of 1,662,301 and brought the five months total to 51,583 vessels with registered tonnage of 7,474,092. This was 0.7 per cent in number and 4 per cent in tonnage above the corresponding period last year.

(Continued on Page 4)

# Survey of Business Conditions in San Francisco

## May, 1948

BRANCH OF ACTIVITY	MAY 1948	MAY 1947	PER CENT CHANGE	5 MONTHS 1948	5 MONTHS 1947	PER CENT CHANGE
<b>GENERAL BUSINESS ACTIVITY</b>						
S. F. C. of C. Index 1935-39 Avg.=100.....	227.1	209.7(r)	8.3	230.9	221.9(r)	4.1
<b>CONSTRUCTION PERMITS</b>						
Total.....(number)	715	644	11.0	3,845	3,348	14.8
Residential, New.....(value)	8,038,816	2,950,736	172.4	24,836,264	17,302,218	43.6
Dwelling Units.....(number)	199	184	8.2	1,279	1,011	26.5
Single Family Dwellings, New.....(value)	2,053,063	1,546,798	32.7	13,419,561	8,767,033	53.1
Non-Residential, New.....(number)	234	212	10.4	1,599	1,186	33.8
Additions, Alterations and Repairs.....(value)	1,75	162	8.0	1,076	832	28.6
Non-Residential, New.....(value)	1,648,913	1,265,698	30.3	9,630,511	6,823,533	41.1
Additions, Alterations and Repairs.....(value)	5,114,250	337,710	1414.4	7,283,275	2,910,314	150.3
Assets.....(number)	493	441	11.8	2,452	2,452	0.0
Liabilities.....(value)	871,503	1,066,228	-18.3	4,135,528	5,624,871	-26.5
<b>REAL ESTATE</b>						
Sales.....(number)	1,329	1,570	-15.4	7,215	7,901	-8.7
Mortgages and Deeds of Trust.....(number)	15,333,219	21,124,228	-27.4	85,020,923	94,542,498	-10.1
Assets.....(amount)	12,358,385	14,383,051	-14.1	66,628,587	75,544,429	-11.8
<b>RETAIL DEPARTMENT STORE SALES</b>						
San Francisco.....(index)	249	232	7.3	233	229	1.7
<b>FINANCE</b>						
Bank Debits.....(\$000)	2,202,592	1,887,821	16.7	11,189,362	10,169,593	10.0
Bank Clearings.....(\$000)	1,659,236	1,483,702	11.8	8,533,715	7,794,311	9.5
Postal Receipts.....(\$)	1,492,321	2,606,745	-42.8	7,594,714	8,658,798	-12.3
San Francisco Stock Exchange.....(no. shares traded)	1,468,851	1,062,094	37.8	5,434,125	4,812,292	12.9
Commercial Failures.....(market value)	23,793,141	13,561,882	73.6	84,356,506	68,945,982	22.4
Liabilities.....(number)	13	3	333.3	36	19	89.4
Assets.....(\$)	382,460	56,397	578.2	687,906	384,547	78.9
Payrolls.....(\$)	117,808	41,869	181.4	256,160	211,701	21.0
<b>EMPLOYMENT &amp; PAYROLLS—Bay Area (5 Co.'s.) (a)</b>						
Employment.....(index)	127.0	145.1	-12.5	134.3	143.8	-6.6
Payrolls.....(index)	249.9	264.6	-5.6	259.9	256.6	1.3
<b>NON-MFG. INDUSTRIES—(5 Co.'s.) (a)</b>						
Laundry, Cleaning, Dyeing.....(payroll)	(d)	165.2	.....	(d)	168.7	.....
Wholesale Trade.....(payroll)	(d)	204.7	.....	(d)	200.3	.....
Retail Trade.....(payroll)	(d)	198.2	.....	(d)	196.2	.....
Hotels.....(payroll)	(d)	243.3	.....	(d)	241.4	.....
<b>PLACEMENTS IN SAN FRANCISCO—C.S.E.S.</b>						
Industrial Placements.....(total)	3,155	3,218	-2.0	14,746	16,918	-12.8
Commercial Placements.....(number)	2,315	2,322	-0.3	10,629	12,183	-12.8
.....(value)	840	896	-6.2	4,617	4,785	-3.3
<b>TRANSPORTATION</b>						
Freight C. Movements.....(number)	18,132	23,149	-21.7	92,143	118,422	-22.2
San Francisco Airport Traffic.....(no. planes)	6,552	5,814	12.7	30,826	23,540	31.0
Express Shipments—Rail.....(no. passengers)	77,889	80,022	-2.6	317,034	324,054	-2.2
Air.....(number)	197,080	269,755	-26.9	1,138,604	1,447,844	-21.4
Air Mail Loaded.....(number)	20,034	20,738	-3.4	92,779	93,123	-0.4
Air Express Loaded.....(pounds)	517,892	516,369	0.3	2,498,987	2,384,061	4.4
Air Freight Loaded.....(pounds)	530,830	235,344	123.6	2,305,874	1,207,874	90.9
<b>WORLD TRADE</b>						
Vessel Arrivals with Cargo.....(number)	350	305	14.8	1,583	1,572	0.7
Vessel Departures with Cargo.....(net registered tons)	1,662,121	1,421,231	17.0	7,474,093	7,183,363	4.0
Exports.....(number)	336	327	2.8	1,605	1,637	-2.0
Imports.....(net registered tons)	1,591,053	1,469,783	8.3	7,618,813	7,306,369	4.3
Value millions of dollars	32.5(e)	38.2(f)	-14.9	74.4(k)	118.2(l)	-37.1
Value millions of dollars	18.6(e)	18.7(f)	-0.5	67.3(k)	55.0(l)	22.4
<b>UTILITIES</b>						
Electric Energy Sales Index.....(k.w.hrs.)	174	182	-4.4	197	200	-1.5
Industrial and Commercial Gas Sales.....(cu.ft.)	1,284,219,000	1,141,390,400(r)	12.5	6,627,529,600(r)	6,695,537,400(r)	-1.0
Water Consumers.....(net gals.)	176	258	-31.8	1,292	1,511	-14.5
<b>NEW DEVELOPMENTS</b>						
Tourist and Settler Inquiries.....(number)	675	859	-21.4	2,804	2,858	-1.9
Bay Bridge Vehicle Crossings.....(number)	2,193,794	2,208,639	-0.6	10,538,605	10,305,040	2.3
Golden Gate Bridge Vehicle Crossings.....(number)	747,519	722,321	3.5	3,139,564	2,970,125	6.4
<b>DAIRY RECEIPTS, FRUITS &amp; VEGETABLES</b>						
Butter.....(pounds)	2,583,054	3,482,499	-25.8	9,874,456	12,044,200	-18.0
Cheese.....(pounds)	1,385,119	1,302,559	6.3	7,349,382	6,812,812	7.9
Eggs.....(cases)	102,753	105,491	-2.6	488,841	546,633	-10.6
Poultry, Dressed.....(pounds)	865,806	1,283,057	-32.5	5,985,680	7,853,540	-29.7
Fruits and Vegetables.....(carlots)	(d)	1,897	.....	(d)	8,295	.....
LIVESTOCK SLAUGHTER (b).....(total number)	181,344	188,345	-4.1	587,405	854,849	-31.8
Cattle.....(number)	35,424	45,988	-23.0	197,074	196,666	0.2
Calves.....(number)	12,135	15,638	-22.7	71,776	60,094	19.4
Sheep and Lambs.....(number)	87,891	88,547	-0.8	405,673	304,017	33.3
Hogs.....(number)	45,874	38,962	17.7	212,522	258,072	-17.7
<b>S. F. LIVING COSTS 1935-39 Avg.=100</b>						
Food.....(index)	215.3(e)	199.5(f)	7.9	215.5(g)	207.1(h)	4.1
Apparel.....(index)	191.7(e)	178.5(f)	7.4	186.6(g)	174.0(h)	7.2
Rent.....(index)	113.3(e)	106.8(f)	6.1	112.7(g)	106.7(h)	5.6
Fuel, Electricity and Ice (e).....(index)	82.8(e)	82.5(f)	0.0	82.7(g)	82.5(h)	0.0
Gas and Electricity.....(index)	72.7(e)	72.7(f)	0.0	72.7(g)	72.7(h)	0.0
Other Fuel and Ice.....(index)	120.5(e)	116.4(f)	3.5	119.3(g)	116.4(h)	2.5
House Furnishing Goods.....(index)	165.1(e)	151.9(f)	8.7	162.2(g)	150.4(h)	7.8
Miscellaneous.....(index)	156.6(e)	148.0(f)	5.8	154.7(g)	147.2(h)	5.1
All Items.....(index)	171.4(e)	160.3(f)	6.9	170.1(g)	160.4(h)	6.1

(a) These data are based on reports submitted to the Division of Labor Statistics and Research, State of California.  
(b) Federal Inspection—San Francisco District.  
(c) Gas costs have declined since 1925 and electricity costs since 1921.  
(d) Not available for this survey.  
(e) March, 1948, latest available.  
(f) March, 1947, latest available.  
(g) Quarterly average December, 1947-March, 1948.  
(h) Quarterly average December, 1946-March, 1947.  
(i) Three months, 1948.  
(j) Three months, 1947.  
(k) Revised.  
Acknowledgement is hereby made to Thomas Magee & Son, Dunn & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

## May Industrial Expansion . . .

—By the Chamber's Industrial Department

Twenty-three new plants to cost \$4,270,000 and 15 factory expansions representing \$1,115,500 in outlays were recorded for the Bay Region and northern California during May by the San Francisco Chamber's Industrial Department.

● **The Bay Region** (12 counties) accounted for 17 of the new plants with expenditures to reach \$3,260,000, and 12 of the factory expansions to cost \$958,500 for a total of 29 projects with investments of \$4,218,500.

San Francisco city and county claims 3 expansions to cost \$320,000 and 2 new plants estimated at \$110,000, the 5 projects to aggregate \$430,000 in capital outlays and provide 48 new jobs.

Total developments this year through May tabulate as follows:

<b>● SAN FRANCISCO</b>			
32 expansions ..	\$4,141,000	441 jobs	
24 new plants ..	971,500	199 jobs	
56 projects .....	\$5,112,500	640 jobs	
<b>● BAY REGION (12 counties)</b>			
75 expansions ..	\$13,921,500		
90 new plants .....	12,086,600		
165 projects .....	\$26,008,100		
<b>● NORTHERN CALIFORNIA</b>			
88 expansions ..	\$22,058,500		
108 new plants ..	15,936,600		
196 projects ..	\$37,995,100		

Some of the important May projects are:

● **Cresco Steel Products Corporation**, Visalia—erecting new 38,000 square foot plant for removal and expansion of local facilities for manufacturing steel windows and casements. Expansion will create about 20 new jobs.

● **Western Door & Sash Company**, 2353 E. 12th Street, Oakland, purchased property for new \$125,000 warehouse and glazing shop.

● **Listo Pencil Corporation**, Clement and Stanton, Alameda, purchased 31,000 square foot site for new plant to manufacture mechanical pencils.

● **Pacific States Steel Corporation**, Pittsburg, Contra Costa County, leased 340,000 square foot steel foundry from War Assets. Plant will employ 150.

● **La Tiede-Christy Clay Products Company** of St. Louis, Missouri, establishing new plant on five acre site at Warm Springs, Alameda County, estimated to cost \$250,000.

● **Ebo Products Company** of Berkeley leased 22,500 square foot building at Richmond Shipyard No. 4 for new plant to manufacture sash and door products. Will employ 50.

● **Garden City Lumber Company**, Race and Anzeras Streets, San Jose, executing \$100,000 expansion program for facilities to finish and remanufacture lumber products.

● **Hills Brothers**, New York, N. Y., establishing new "Dromedary" products plant at Howard Terminal, Oakland waterfront, to manufacture saucers, cake mix and fruit products.

● **Athas Imperial Diesel Engine Company**, Oakland, will build new \$1,000,000 glass container plant at D and Winton Streets, Hayward.

## Largest Truck Dealership Opens



Pictured above is one of the largest metropolitan truck dealerships in the world which was formally opened in San Francisco last week by S & C Motors, local Ford dealer firm. Located at Third, King and Berry Streets, the 90,000 square foot area involved the expenditure of close to \$300,000 in equipment and construction of service shops.

## Thumb Nail Sketch . . .

(Continued from Page 2)

San Francisco Airport traffic showed a gain of 12.7 in planes in and out but a loss of 2.7 per cent in passengers on and off during May. Air mail poundage loaded during the first five months was up 4.4 per cent and air express loaded 90.9 per cent. May air freight loaded amounted to 453,140 pounds.

Exports in the San Francisco-Oakland Customs District amounted to \$32,500,000 in March (latest available) and imports to \$18,600,000, bringing the 3 months exports to \$74,400,000 and imports to \$67,300,000.

### ● LIVING COSTS

Latest reports on cost of living in San

Francisco (now reported quarterly by the U. S. Department of Labor) are for March. The index for all items was 171.4 which was 1.5 per cent above the December quarterly Index, and 6.9 per cent above last March. Between March 13 and May 28, the wholesale price index of the U. S. Department of Labor climbed 2.9 per cent.

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# Bay Region Business

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## Philippine Delegation Takes Off



Members of the San Francisco Chamber of Commerce delegation are pictured just before departure on a trade trip to the Philippines. Top to bottom: John P. Studebaker, Seattle; A. D. Levis, Kay E. Brauner, W. P. Fuller Brauner, Alvin C. Eichholz, General Robert H. Wylie, H. A. Sawin, H. A. McConnell, and Ronald E. Kaehler.

## "Philippines Welcome American Investors"...

Following is the text of a cablegram received this week from Alvin C. Eichholz, manager of the World Trade Department of the San Francisco Chamber of Commerce. Eichholz is now in Manila with members of the Chamber's Philippine Trade Delegation.

"Following reception by Chamber officials, Philippine President Quirino received group immediately after arrival at Malacanang Palace. Indicating his great interest in trade development matters, he declared the Philippines is peaceful, hospitable and generous to American investment. Our nation is young, the President said to the visitors, but it will respect its commitments. President warned visitors that from time to time they will hear certain elements

in Philippines agitating abrogation of military base treaty parity law and even withdrawal of American armed forces in islands. However, he said these elements will not represent public opinion in country but that they will simply be exercising their freedom of expression. Quirino made special mention of oil possibilities of Philippines and outlined to visitors oil policy recently adopted by government. Brawner, President of San Francisco Chamber of Commerce, stated that American businessmen should learn truth about Philippines. This, he said, is one reason why delegation came to Manila. He expressed belief that American capital would flow to Philippines after actual conditions in country were better known by American investors. Delegation was impressed with fast recovery of Philippines.

## House Approves Study of S. F. Bay Area Water Resources

Studies of Bay Region water resources were authorized by the House of Representatives before adjournment last week, according to word received by the San Francisco Chamber of Commerce.

● In a letter to G. L. Fox, general manager of the Chamber, R. S. Calland, Acting Regional Director of the Bureau of Reclamation at Sacramento, pointed out that a resolution urging such a survey was introduced by Congressman Richard J. Welch of San Francisco and passed by the House on June 16.

The House resolution asked the Secretary of the Interior to:

"Investigate and report upon the feasibility and the justification of means to conserve, maintain, and utilize the fresh waters of the Sacramento and San Joaquin Rivers and other possible water supplies at the northerly end of San Francisco Bay and in the Delta area, and in this connection to consider the water requirements and facilities required to provide water supplies to lands which are now irrigated or may be reclaimed, and for domestic, municipal, and defense purposes in the affected area, and any other features deemed pertinent, desirable, and justifiable, all to be contained in a report with appropriate recommendations to be forwarded to the Congress by the Secretary of the Interior as soon as practicable."

● Commenting on the House request, Calland's letter to Fox said, in part:

"The fact that the Bureau of Reclamation through the Secretary of the Interior reported favorably on this resolution is indicative of our views. We believe that an investigation such as is proposed in the resolution is desirable and are ready to commence work on it in the event funds are made available.

"A cursory examination indicates that the rapid increase in population during the past few years has brought heavy demands for augmented municipal, domestic, irrigation and industrial water supplies in the San Francisco Bay Area. Existing facilities in the large cities of the Bay Area are adequate to meet present municipal and domestic needs, and planned expansion in these facilities will

(Continued on page 4, column 3)

# Bay Area Industrial Exposition



# The West Comes Into Its Own





# Small Industries in Northern California Form Trade Group

Formation of Small Industries of Northern California, Inc., a trade association, was announced today by Donn Sigerson, association president, through the San Francisco Chamber of Commerce.

● The association will have headquarters in Oakland.

## New Steel Foundry Being Constructed

Erection of a new building for the Superior Electrocast Foundry Company has just begun at South San Francisco, it has been revealed by Dwight L. Merriman, chairman of the Industrial Development Committee of the San Francisco Chamber of Commerce.

● This company recently was incorporated in California with Charles Hoehn, Jr., as president and George F. Brayer of San Francisco as vice president. Mr. Hoehn and his family have been associated with the metal industry in the Bay Area for many years.

The company has secured a five-acre site on East Grand Avenue in South San Francisco and will be located near the plants of the Bethlehem Steel Company and the Metal & Thermit Corporation. Erection of a heavy duty steel frame building which is 100 by 125 feet is being handled by the Soule Steel Company of San Francisco.

Said Merriman, "The new factory will represent outlays of approximately \$200,000 and will soon afford employment for about 40 workers, filling a need for additional foundry capacity on the west side of San Francisco Bay."

## Fox Discusses Industrial Transit, Water Problems

Transportation, water and industrial problems were discussed by G. L. Fox, general manager, San Francisco Chamber of Commerce, in talks before several San Francisco organizations this week.

● Speaking before the City Planning Section of the Commonwealth Club on "Mass Transit Problems in the San Francisco Bay Area," Fox said, "Swift, sure and economical transit facilities and their acceptance by the public are essential to continued growth of the Bay Area and assimilation of the region's new population."

Fox did not advocate creation of a regional transit authority at this time, but urged immediate study of such a possibility as well as other phases of inter-city and intra-city transit problems.

In discussing "Business Aspects of the Water Problem" before the Commonwealth Club's section on Mineral Resources, Fox declared that while practically any industrial water need may be satisfied in one part of the Bay Region or another, further water resource studies and a coordinated plan for their development are essential to the continued growth of the region.

Sigerson listed as the primary purposes of the new organization:

1.—To develop more sources of sub-contract work for the job shop members through operation of a centralized clearing house and a field service;

2.—To develop more outlets for the products of manufacturing members;

3.—To open channels to materials and equipment at more favorable prices for small manufacturers;

4.—To provide for more efficient and economical operation of small plants through co-operative programs of sales, purchases, and manufacturing of products.

Membership will include the following types of small industry: Machine work; stamping; plastic moulding; die-casting; sand casting; forging; industrial finishing; welding and sheet metal; electrical and wood working, and many others. All bona fide small manufacturers and shops are eligible for membership.

● Other officers of the organization, in addition to Sigerson, who is also president of All Work Manufacturing Company of Oakland, are vice president, George Smedborg, Associated Lighting Service of San Francisco; and secretary-treasurer, Kyle Van Nest, Precision Machine Products Company of Alameda.

In discussing the new association, Sigerson said, "Many small production industries in northern California have similar problems in developing sub-contracts, sources and costs of materials and supplies, and sales activity. We believe that the general economic health of the community depends in large part on a healthy small industry, so after consultation with Chambers of Commerce, the Bay Area Council, financial and other business institutions, we decided to form this organization to help ourselves."

Sigerson announced appointment of an advisory committee to work with his group.

● Members of the Advisory Committee are: Lewis M. Holland, San Francisco Chamber of Commerce; Ken Mueller, Oakland Chamber of Commerce; Weldon B. Vance, Berkeley Chamber of Commerce; Pere Woodcock, Richmond Chamber of Commerce; Bruce Craver, San Jose Chamber of Commerce; J. C. Sommers, Stockton Chamber of Commerce; Merrill F. Woodbury, U. S. Department of Commerce; C. D. Lafferty, Bay Area Council; Frank J. Hart, American Trust Company; Louis B. Everett, Anglo California National Bank; Richard Odde, Bank of America; Otto Stahmer, Ford Motor Co.; E. S. Bjornrud, General Electric Co.; Paul Davis, Westinghouse Electric Corporation; Vance Fawcett, Kaiser Companies; and Harold D. Weber, business consultant.

Temporary headquarters of the organization are: 616 29th Avenue, Oakland; telephone KEllogg 4-7706; and 488 Bryant Street, San Francisco; telephone EXbrook 2-4766.

## Suspension of Railroad Rate Tariff Sought

Suspension of a portion of the master tariff covering the recent general railroad rate increases was urged this week by the San Francisco Chamber of Commerce in a request to the Interstate Commerce Commission.

● The protested portion would subject shipments between California and points like Minneapolis, St. Paul, Duluth and Sioux Falls to a 25 per cent increase while similar shipments between those points and Oregon and Washington would be increased only 20 per cent.

Walter A. Rohde, manager of the Chamber's Transportation Department, pointed out that many commodity rates between those points and the entire Pacific Coast have heretofore been on a parity and that rates on export and import traffic have also been alike to and from all Pacific Coast ports.

"If allowed to become effective, the tariff would subject California shippers and ports to undue prejudice and disadvantage, as well as destroy long maintained parity of rates," Rohde said.

## Water Resources . . .

provide for such demands in the immediate future.

"However, in the smaller cities and in suburban areas, local agencies already are seeking to import additional water for domestic use from Central Valley Basin streams. Also, there is a growing demand throughout the area for additional low-cost water for industrial purposes. An increased demand may be expected also for irrigation water. In addition to the irrigation requirements in Santa Clara and Livermore Valleys and other parts of the Bay Area, consideration also should be given to agricultural development and irrigation of the rich marshlands bordering San Francisco, San Pablo and Suisun Bays.

"Studies made by the Bureau of Reclamation of the marshlands bordering Suisun Bay indicate that considerable areas of such marshlands could be reclaimed by proper drainage and application of fresh water. These lands when reclaimed would be extremely fertile and capable of supporting high valued crops."

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# Bay Region Business

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## NOTES

from the Chamber's

## WASHINGTON OFFICE

### ● THE DRAFT LAW

The public is well aware that the New Selective Service Act provides for the drafting of young men 19 through 25 for a period of two years. Drafting will commence next September 22 in a small way and will only take approximately 30,000 per month.

● Most people are unaware of Section 18 of this Act which is entitled Utilization of Industry. This vitally important section grants the President very broad and far reaching powers over industry. The Chief Executive, after consultation with the National Security Resources Board, can require industry to give priority to defense orders placed with industry if the President determines that it is "in the interest of national security for the government to obtain prompt delivery of any articles or materials the procurement of which has been authorized by the Congress exclusively for the use of the armed forces of the United States or for the use of the Atomic Energy Commission . . ."

In this section of the Act provision is made for small business to be granted a fair share of the orders placed. A business enterprise is defined as a small business if " (1) its position in the trade or industry of which it is a part is not dominant, (2) the number of its employees does not exceed 500, and (3) it is independently owned and operated."

The Chief Executive is granted additional power to order allocation of steel. The Act further provides in section 18 that "the President is empowered, through the Secretary of Defense, to require all producers of steel in the United States to make available, to individuals, firms, associations, companies, corporations, or organized manufacturing industries having orders for steel products or steel materials required by the armed forces, such percentages of the steel production of such producers, in equal proportion deemed necessary for the expeditious execution of orders for such products or materials. Compliance with such requirement shall be obligatory on all such

(Continued on page 4, column 2)

## Chamber Business Delegation To Visit Hawaii in October

### Chester C. Fisk Named Chamber Industrial Manager

Appointment of Chester C. Fisk, former city manager of Berkeley, to the post of manager of the Industrial Department of the San Francisco Chamber of Commerce was announced today by G. L. Fox, general manager of the Chamber.

● Born in Helena, Montana, Fisk, who

### NEW INDUSTRIAL HEAD



CHESTER C. FISK

is 48, has a long record of community activity. Following graduation from the University of California in 1925 as a civil engineer, he joined the city engineer's office in Berkeley. In 1929 he was appointed assistant city engineer and in 1935 was named assistant city manager of Berkeley.

While handling his full time job, Fisk

(Continued on page 4, column 1)

Plans for a San Francisco Chamber of Commerce Hawaii Business development Tour were announced this week by G. L. Fox, general manager of the Chamber.

● The delegation will leave San Francisco October 13 aboard the S. S. Lurline, and will return to the city November 4.

Purpose of the trip is to further promote friendly and trade relations between San Francisco and Hawaii.

Commenting on the planned trip, Fox said: "Competition from other Pacific Coast cities for Hawaiian business is steadily increasing. San Francisco must meet and overcome this situation if our community is to maintain its rightful position of importance in relation to the Islands."

● Business conferences for the San Franciscans are being arranged by the Honolulu Chamber of Commerce.

The trip is under the sponsorship of the Board of Directors of the Chamber, the Domestic Trade Committee and the Hawaiian Affairs Committee.

Chamber members interested in making the trip are urged to contact Carroll Snyder, manager of the Domestic Trade Department of the Chamber. Telephone EXbrook 2-4511.

### Von Hafften In S.F. For Conferences

Alexander von Hafften, manager of the Washington Office of the San Francisco Chamber of Commerce is now in San Francisco.

He will be available for business conferences until his return to Washington July 28.

Chamber members interested in meeting with von Hafften should contact his office at the Chamber for an appointment. The phone number is EXbrook 2-4511.

## Western Summer Market Set For August 2-7

Presenting new showings of lines produced by over 2200 manufacturers of home goods and a full schedule of trade activities, the Western Summer Market will be held at San Francisco's Western Merchandise Mart, August 2 through 7, according to an announcement by Frank K. Runyan, Mart president.

The Western Gift Stationery, Jewelry, Toy and Houseware Shows will also be held in the Mart and the Civic Auditorium, Aug. 1-5.

## Harbor Day Plans Ready; Will Feature Tours, Races, Air Show

Completion of preliminary Harbor Day celebration August 6, 7, and 8 was announced this week by Joseph E. Delsol, chairman of the day.

● **On Friday, August 6**, the celebration will open with a special luncheon at the Commercial Club featuring James Hines, member of the board of directors of the New York Port Authority.

On Saturday, August 7, various tours of the waterfront facilities, the Foreign Trade Zone, and public inspection of merchant vessels will be featured.

● **The traditional yacht races** will highlight the Sunday, August 8, demonstration. Outboard motor boat races, a new feature of the celebration, will be staged at Lake Merced.

## Congressman Engle Reports On Recent Mining Developments

Following are highlights of mining developments in the recent session of Congress as reported by Congressman Clair Engle:

● **Mining Moratorium:** A moratorium on mining assessment work was passed and signed by the President.

"The moratorium was requested by the mining industry to preserve existing claims in the face of high current costs of materials and labor," Engle said. He pointed out that the moratorium is only for the past year (the fiscal year ending July 1) and that an effort to renew the moratorium next year probably will be made unless the situation improves.

● **Gold Free Market Bill:** Congressman Engle report considerable progress on a bill introduced by him in the House and by Senator Pat McCarran of Nevada in the Senate. The measure, which provides in effect for a free domestic and world market for gold, has gained united support of gold mining industry and from other groups. More definite action is expected to be taken on the bill in the next session.

● **Russell Bill:** This bill to provide incentive payments for domestic production of strategic minerals and metals failed to pass, Congressman Engle reports. However, it is believed that efforts on behalf of the bill influenced the appropriation of some \$600,000,000 for stockpiling of critical and strategic minerals and metals to be used by the Munitions Board.

"The next session will undoubtedly bring forth a renewed effort to establish a long-range program for encouragement of domestic production," he said.

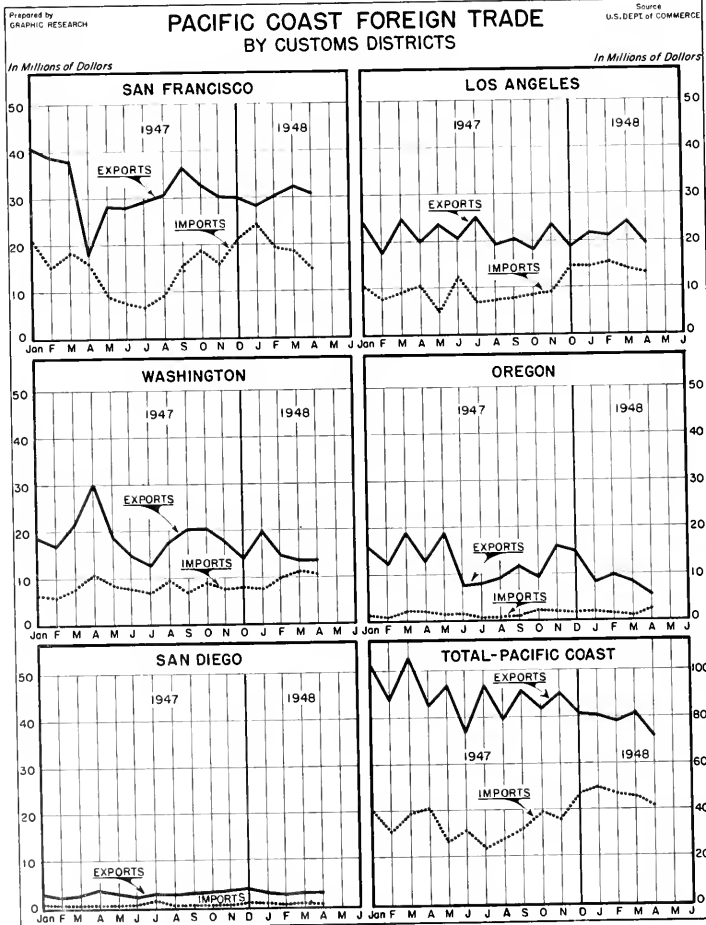
## Dutch Trader Exhibits Display Of Products

A one-man campaign to increase Holland's dollar buying power was revealed this week with the arrival in San Francisco of a Dutch trader accompanied by a trailer load of his country's products for display in the St. Francis Hotel, July 8-17.

● **The coast-to-coast traveling show** is under the direction of Siegfried M. Hymans of Rotterdam, Holland, who is following a national plan of the Netherlands to earn some of the dollars Holland needs for reconstruction and raw materials by displaying its products on world tours.

On the theory that the Dutch want to "earn their way," Hymans, who is managing director of American West Coast Import and Export Company, arrived in New York in February to begin his coast-to-coast tour of principal U. S. cities. His exhibit is being held in Room 261 of the St. Francis Hotel beginning at 9:00 a. m., Thursday, July 8.

### PACIFIC COAST FOREIGN TRADE BY CUSTOMS DISTRICTS



# United States Steel Chooses S. F. For Newest Warehouse

The opening of a large, modern steel warehouse and facilities here was announced this week by Clifford W. Lord, manager of U. S. Steel Supply Company's West Coast operations. The company is the warehousing subsidiary of United States Steel Corporation.

● **The new warehouse**, the company's eleventh, follows the opening of a new one in Los Angeles less than a year ago. Mr. Lord said: "Our new plant in the Bay Area is further proof of our company's recognition that the West has taken its place in the forefront of the nation's industrial life."

Under the management of Frank B. Stewart, formerly associated with Columbia Steel Company, the new warehouse building, a modern steel structure with paved flooring, occupies the square block bounded by 15th, Folsom, 16th and Harrison Sts. It covers an area of 260,016 square feet and is scientifically planned to speed zoning and loading of steel for shipment. Mr. Stewart said the company will carry complete stocks of steel—carbon, high strength, alloy and stainless—steel products, tools and equipment.

Designed for speed, the new building has seven aisles, six of them 76½ feet wide, and one 88½ feet wide. Modern, AC-powered overhead bridge cranes have five and fifteen ton capacities. Two railroad spurs of the Southern Pacific Railroad enter the new plant in a depressed docking area, and loading of local and long distance trucks is a smooth, one-way operation in the 40-foot, three-lane truckway which runs the length of the building.

● **In addition to the new San Francisco plant**, United States Steel Supply has warehouses in Boston, Newark, Baltimore, Pittsburgh, Cleveland, Chicago, Milwaukee, St. Paul, St. Louis and Los Angeles.

## Portola Trek Begins In San Diego

Re-enactment of the historic expedition of Don Gaspar de Portola in 1769 began yesterday in San Diego.

The trek from San Diego to San Francisco is scheduled to take 108 days and cover 790 miles, ending here on October 17.

The trek will follow the authentic Portola trail as closely as possible, with celebrations set as the cavalcade passes through each county.

Thousands of horsemen participating will be volunteers, mostly business men and ranchers. The official Portola group will depict the officers, padres, Catalonian Volunteers and leather-jacket soldiers who made up the original Portola Expedition.

## Equalization Board Making Industry Classification Survey

Firms holding permits under the California Sales and Use Tax Law will soon be receiving an Industry Classification Inquiry as a part of the form for the current tax return, according to word received from the State Board of Equalization.

● **The information obtained** is to be used to reclassify all of the sales and use tax accounts, and all retailers are urged to supply the simple information requested.

The project will make it possible to tabulate and publish data on taxable retail sales classified according to the principal activity of each seller. Direct comparisons with statistics issued by the Bureau of the Census, other Federal agencies, the State Department of Employment, and other state agencies pertaining to retail trade will then be possible to the benefit of the many users of the data.

## What Happened In 1894? Ask Chamber!

The San Francisco Chamber of Commerce has long had a reputation of being able to answer almost any question . . . or dig up facts on any subject . . . and if there are any sceptics in the audience, we refer them to the Southern Pacific Company or Walter A. Rohde, manager of the Chamber's transportation department . . .

**It seems the railroad decided they wanted some information on the ownership of the docks used by the Pacific Mail Steamship Company in 1894 . . . So, of course, they asked the Chamber.**

And, of course, they got the information, but only after Rohde had dug deeply into both memory and records.

Some unkind critics might infer that familiarity with the year 1894 was a clue to Rohde's age . . . but we prefer to believe that he just performed another of the many Chamber services!

## Pacific Coast Wholesale Sales...

Pacific Coast merchant wholesalers sales in May were 7 per cent above May last year and sales for the 5 months cumulative were up 8 per cent in relation to the same period last year, according to a report released this week by the Research Department of the San Francisco Chamber of Commerce.

● **The report** was based on a recent Bureau of the Census release covering some 328 firms in this area and 3,012 firms in the nation.

Sales in the nation were up 5 per cent during May and 9 per cent for the 5-month period.

**May end-of-the-month inventories in the Pacific Coast** were 4 per cent above last May, compared to 15 per cent in the nation.

### SALES BY GROUPS IN THE PACIFIC COAST

GROUP—	PER CENT CHANGE			
	SALES		INVENTORY	
	May, 1948 From May, 1947	May, 1948 From April, 1948	5 Mos. 1948 From 5 Mos. 1947	May, 1948 From May, 1947
Automotive Supplies.....	-4	1	-15	2
Beer.....	-3	1	4	(a)
Clothing and Furnishings, except Shoes.....	-29	-6	-27	(a)
Drugs and Sundries (Liquor excluded).....	-1	-11	3	(a)
Dry Goods.....	12	-12	14	-2
Electrical Goods (full line).....	15	7	23	15
Fresh Fruits and Vegetables.....	-10	-2	4	-30
Furniture and House Furnishings.....	6	—	15	34
Jewelry.....	19	—	10	10
Groceries (non-affiliated full line).....	10	-8	3	-21
Hardware—General.....	3	-6	3	15
Industrial Supplies.....	6	-9	-5	-1
Leather and Shoe Findings.....	-6	-5	-15	(a)
Meat and Meat Products.....	+34	+7	+38	+37
Plumbing and Heating Supplies.....	5	-19	10	(a)
Lumber and Building Materials.....	42	6	33	26
Tobacco and its Products.....	-14	-12	1	-15
TOTAL .....	7	-8	8	4

(a) Indicates insufficient data.

## Philippine Delegation Returns; Lauds Trip

Three members of the San Francisco Chamber of Commerce Philippine Trade Delegation returned to San Francisco yesterday with words of praise for the success of trip.

● Arriving on a Pan American Airways DC-6, General Robert H. Wylie, San Francisco Port Manager; Ronald E. Kaehler, president of the San Francisco Stock Exchange; and Alvin C. Eichholz, manager of the world trade department of the Chamber were unanimous in their conclusions concerning the value of the Philippine journey.

"The Philippines are anxious to learn about American business and to exchange information with us," Wylie said.

"The export potential of the Islands is tremendous, particularly in regard to hardwoods, copra and sugar. And the progress the Filipinos have made toward reconstruction is remarkable," Kaehler reported.

● Eichholz said that a Philippine Chamber committee and a San Francisco Chamber Committee will be set up to exchange business information.

The three men also reported that the members of the group arranged for several important business contracts with Philippine firms.

W. P. Fuller Brawner, Chamber president and leader of the delegation, did not return with the group. He is remaining in Hawaii for a short time.

## More On Fisk . . .

found time to study at night for a master's degree and in 1938 received an M. A. in Public Administration from the University of California.

In 1940, he was appointed city manager of Berkeley.

● During this time, Fisk was very active in area sewage disposal problems and industrial development. He was one of the leaders instrumental in preparing a program for adequate sewage disposal for East Bay cities.

Both as Assistant City Engineer and City Manager of Berkeley, Fisk worked closely with the Berkeley Chamber of Commerce in industrial development and expansion programs for Berkeley area.

Leaving the Berkeley post in 1944, Fisk became the principal field representative for the Pacific Coast field office of the United States Bureau of the Budget.

● Commenting on the appointment of Fisk, Fox, his predecessor in the industrial manager job, said:

"The addition of Chester Fisk to our staff not only assures the expansion of the Chamber program regarding increased employment in the Bay Area, but also gives us a man highly qualified to give competent attention to civic development projects in San Francisco. Fisk brings to the job a wide background of experience in industrial and community development. His thorough knowledge and experience in this complex field should prove extremely beneficial to San Francisco and the Bay Area."

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

D-6975—BRAEBURN ALLOY STEEL CORPORATION, 1855 Industrial St., Los Angeles 21, Calif., looking for a local distributor or jobber to handle their line of bar stock and high speed tool bits in San Francisco area.

D-6976—SESCO, INC., 601 Southern Bank Bldg., Cincinnati 2, Ohio, seeking a local representative now calling on schools and/or Boards of Education to represent their line of metal desk tops. Commission basis.

D-6977—HERBERT J. DORAN in Bay Area seeking lines of automotive, truck and trailer specialties on exclusive representation basis. This firm offers full coverage of Atlantic Seaboard, Maine through District of Columbia. Facilities include office and warehouse in Brooklyn, New York. Appointments with Mr. Doran may be arranged through the Chamber's Domestic Trade Department, EX. 2-4511.

D-6978—S. E. TALBOT, 115 West 7th St., Los Angeles 14, Calif., newly established manufacturer's agent with experience as sales manager for a Pacific Coast commercial refrigerator manufacturer, seeking lines in the plumbing, heating, refrigeration and general building fields.

D-6979—FRANKLIN SALES & MANUFACTURERS, INC., 41 East Broad St., Columbus 15, Ohio, seeking a sales representative for the state of California to handle their electric iron popper selling directly to department, appliance, hardware, variety, drug and jewelry stores. Commission basis.

## Washington Notes . . .

producers of steel and such requirement shall take precedence over all orders and contracts theretofore placed with such producers."

● For the refusal to comply with these provisions of the Act the alternative is plant seizure and a maximum of three years imprisonment and \$50,000 fine.

For the present there seems to be little likelihood these mandatory powers will be invoked. Last week President Truman instructed Secretary of Commerce Charles Sawyer to work out a voluntary allocation program by enlisting the cooperation of industry. The Secretary of Defense advised President Truman the armed services will require only 2 per cent of anticipated steel production this fiscal year and less than 3 per cent in the next. A program of such limited size should render it unlikely that these mandatory powers will be used. But the President can threaten to use them to obtain cooperation, or he has the authority to invoke them outright, if he deems it necessary.

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## Local S. F. Rail Rates On Grain Changed

Removal of out-of-line railroad charges on grain stored or processed in transit at San Francisco when originating in the Pacific Northwest or for final delivery in the San Joaquin Valley and on the Coast Route of the Southern Pacific, was announced today by the railroads serving San Francisco.

● Walter A. Rohde, manager of the Transportation Department of the San Francisco Chamber of Commerce, participated in the conferences between grain shippers and railroad traffic officials which resulted in the elimination of the out-of-line charges.

"The change will materially help not only established mills, but also the new bulk elevator now under construction at Islais Creek," Rohde said.

## HIGH SPOTS

SAN FRANCISCO  
CHAMBER of COMMERCE  
CURRENT PROJECTS

July, 1948

### ● PHILIPPINE TRADE TRIP

Chamber delegation returns from Manila after conferring with Philippine government, Chamber officials and businessmen on means of strengthening trade relations and rehabilitating economy of Pacific area.

### ● FOREIGN TRADE ZONE

Chamber campaign underway to promote San Francisco's newly-opened Foreign Trade Zone through distribution of literature citing Zone's facilities throughout world.

### ● SPECIAL INDUSTRIAL TOURS

Series of Bay Area industrial tours being undertaken by Chamber committees to familiarize manufacturers and others with what products are needed and what products are available in the Bay Area.

### ● BAY AREA INDUSTRIAL EXPOSITION

Chamber working closely with Bay Area Junior Chambers of Commerce in launching Bay Area Industrial Exposition, largest industrial show to be held west of Chicago.

**YOUR CHAMBER WORKS FOR YOU**



# Bay Region Business

PUBLISHED BY THE  
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, July 22, 1948

Number 30

## Calf Winners Receive Awards at Gilroy

Seventeen farm boys and girls received calves donated by San Francisco business firms Saturday, July 17, at Gilroy. (See picture below.)

• The calves were won by the youths at the recent Junior Grand National Livestock Exposition, but were too young to be delivered to the boys and girls at that time.

Presentation of the calves were made by Carl Garrison, secretary-manager of the No. 1-A District Agricultural Association, at the Senton O'Connell ranch near Gilroy. The calf project is sponsored by the San Francisco Chamber of Commerce, Junior Chamber of Commerce and the Association.

The seventeen winners are 4-H boys and girls and Future Farmers of Amer-

(Continued on page 4, column 2)

## Bay Area Industrial Exposition Hailed Success; 100,000 Attend

"The Bay Area Industrial Exposition will go down in history as one of the most successful projects of its kind ever held here," declared James

♦ Markel, president of the BAIE.

• Nearly 100,000 persons attended the show during its eight-day run at the Civic Auditorium, according to Markel.

"Exhibiting manufacturers, businessmen, purchasing agents, engineers, technical experts, and both foreign and domestic importers and exporters were unanimous in their praise of the Exposition," Markel stated.

He pointed out that buyers attending the show included representatives from China, India, East Indies, Australia, Brazil and France.

• The Bay Area Industrial Exposition was sponsored by the San Francisco Junior Chamber of Commerce and was

(Continued on page 4, column 3)

## Shipyard Commander

Captain Hugh E. Haven, Sr., formally took over command of San Francisco Naval Shipyard Tuesday, July 20.

• Captain Haven comes to the Hunters Point yard from his duty as Deputy to Assistant Chief of Bureau for Ships.

He succeeds Captain Philip Lemler, who has been assigned chief public relations officer in the office of the Secretary of the Navy, Washington, D. C.

## Young Farmers Get Future Champions



## Philippine Delegation Returns



G. L. Fox, general manager, San Francisco Chamber of Commerce (right), welcomes the first three members of the Chamber's trade delegation to the Philippines on their return home. Left to right: Ronald E. Kaebler, president, San Francisco Stock Exchange; General Robert H. Wylie, port manager of the Port of San Francisco; and Alvin E. Eichholz, manager of the Chamber's World Trade Department.

## Lovell on Chamber's Public Relations Staff

Appointment of John Lovell to the Public Relations Department of the San Francisco Chamber of Commerce was announced this week by G. L. Fox, general manager of the Chamber.

Lovell, formerly in charge of Marine Corps public relations on the West Coast, resigned from the Marines last December. He was a captain. Since that time, he has done free lance public relations work.

Lovell will work with Will Williams, Jr., manager of the public relations department of the Chamber.

## Masonite Moves Its Western Office to S. F.

Masonite Corporation, currently extending its hardboard manufacturing operations to Northern California, has moved its western division sales office to quarters at 111 Sutter Street, San Francisco, according to an announcement from C. H. Smith, division sales manager.

● The office was formerly in Los Angeles.

Smith said the change was made because San Francisco supplies a more convenient headquarters for the sales division which includes Oregon, Washington, Utah, Idaho, Nevada, Arizona, and New Mexico.

## I. C. C. Suspends Part of Railroads' Recent Master Tariff

Suspension of a portion of a recent master tariff issued by the railroads was announced today by Walter A. Rohde, manager of the transportation department of San Francisco Chamber of Commerce.

● Rohde reported that the Interstate Commerce Commission had suspended the portion subjecting shipments between California and points like Minneapolis, St. Paul, Duluth and Sioux Falls to a 25 per cent increase while similar shipments between those points and Oregon and Washington would be increased only 20 per cent.

Rohde filed a petition for the suspension with the Commission, pointing out that on many commodities rates between California and these points were on a parity with the Washington-Oregon rates; that California shippers were in direct competition with Washington and Oregon shippers; and that the proposed tariff would destroy that parity.

He also called attention to the fact that export and import rates between all ports on the Pacific Coast and Minneapolis, St. Paul, Duluth and Sioux Falls were the same and that the tariff would place California ports at a disadvantage.

## State Fair to Salute California Industry

A portion of California's State Fair will this year be devoted to a centennial salute to the industry of the state.

● A novel exhibit section has been developed to honor California firms founded prior to 1900 as well as those firms celebrating their 100th anniversary in 1948.

Purpose of the exhibit area is to give these pioneer firms an opportunity to salute the strides made by California industry during the last century.

The Fair is to be held from September 2 through September 12.

Firms interested in participating in the industrial exhibit are requested to contact the California State Fair, Hall of Fame, P. O. Box 2036, Sacramento.

## Joseph Lee Week

San Franciscans will observe the eleventh annual Joseph Lee Week, July 25 through July 31, it was announced this week by the San Francisco Recreation Department.

● Joseph Lee is considered the Father of American Recreation.

Special programs are scheduled for the city's schools, playgrounds and youth groups.

## New Fire Safety Committees Named For Special Projects

Appointment of three special fire safety sub-committees was announced today by Carl Livingston, chairman of the Fire Safety Committee of the San Francisco Chamber of Commerce.

● **Formed at the suggestion of Chief Edward P. Walsh** of the San Francisco Fire Department, the three groups will work closely with department officials on plans for construction of new fire houses, study of fire rules and retirement plans.

The sub-committee on construction of new fire houses is headed by Harry M. Michelsen, an architect, aided by Francis J. Ward, an architect, and Loren S. Bush, chief engineer of the Board of Fire Underwriters of the Pacific.

Robert M. Levison, an insurance broker, will head the sub-committee on compilation of a new book of fire department rules. Other members of that group are: Bertrand F. Lurie, an attorney, and Thomas Larke, Jr., an insurance broker.

● **The third sub-committee**, dealing with a study of the firemen's retirement plan, will have Benjamin H. Swig, president of the Fairmont Hotel Company, as chairman, with John J. Conlon of the Wells Fargo Bank and Christopher M. Jenks of the Bank of America serving as committeemen.

The sub-committees were appointed after the Fire Safety Committee of the Chamber was informed by Walsh that he was particularly interested in having cooperation on these three subjects.

## Rodeo World Series Set Here During Exposition

The 1948 International Rodeo Association Championship Finals will be held during the Grand National Livestock Exposition in San Francisco, October 29 through November 7, it was announced this week by Exposition officials.

● **Selection of the Grand National** for the official world series of rodeo means that the top cowboy contenders of the United States and Canada who have been piling up points all year under the official point award system will be battling it out in the Cow Palace for the I. R. A. championships.

The I. R. A. awards of \$10,000 and the \$14,000 in purses posted by the Grand National will be awarded at the final performance of the Grand National.

## Another San Francisco First

# Largest West Coast Apparel Showing Slated for November

The largest single market display of apparel ever held on the Pacific Coast will be featured November 7 through 10 in San Francisco when the Manufacturers and Wholesalers Association and the West Coast

Salesmen's Association will hold a joint market showing of spring merchandise, according to an announcement by Adolph P. Schumann, Manufacturers and Wholesalers Association president.

● **Over 1000 lines of apparel**, including men's, women's, children's wear and accessories, will be featured in more than 300 showrooms at the Hotel Whitcomb.

Explaining that the two groups have held separate market showings in the past, Schumann said, "Members of both associations believe it is desirable to reduce the number of market weeks held each year in order to make it possible for buyers to cover both showings in one trip to San Francisco. This is the first time in over ten years that the two groups have coordinated their dates and the first time in history that the combined showing has been held under one roof."

Northern California firms interested in participating in the showing may obtain information concerning requirements by contacting the Manufacturers and Wholesalers Association of San Francisco at 26 O'Farrell Street, YUkon 6-5934.

Buyers may arrange for hotel and travel reservations through the Association's Resources Council at the same address.

## Geneva Steel's Plate Mill Conversion Progressing Rapidly

Over one-third of the plate mill conversion project under way at U. S. Steel's Geneva Steel Plant near Provo, Utah, has been completed, company officials announced this week.

● **When the project is finished** early in 1949, the Geneva plant will be equipped with facilities for the manufacture of coils of hot strip steel, in addition to plates and structural shapes which are presently manufactured there. The coils will then be processed into cold-rolled sheets and tin plate by U. S. Steel's Columbia Steel Company in California.

Construction of a coil handling and shipping building is now under way and two additional roll stands and two coilers will also be installed as part of the conversion program, company officials said.

The project, officials explained, is the major part of a conversion program which the U. S. Steel Corporation agreed to undertake at the time of the plant's purchase from the Government, June 19, 1946, at an expenditure of not less than \$18,600,000.

## Philippine Potentialities to Be Told at Meeting . . .

Alvin C. Eichholz, manager of the world trade department of the San Francisco Chamber of Commerce, will speak today at the "World Affairs Open House" sponsored by the World Affairs Council.

● **Eichholz will speak on** "The Philippines — A Challenge to the

Future," and will review the accomplishments of the Chamber's recent trade delegation visit to the Philippine Islands.

"World Affairs Open House" is a weekly series of discussions on world problems.

The meeting is scheduled for 4:30 p.m. at 623 Sutter Street.

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4311, Ext. 56.

D-6950—WEBER GLOVE CO., 836-838 San Julian St., Los Angeles 14, Calif., seeking a salesman or salesmen to cover the Northern California territory, Nevada, Utah, Wyoming, Montana and Idaho handling their line of gloves, including: driving, ropers, linemen's, oilworkers and general work, calling on retail stores.

D-6981—DONALDSON & CO., INC., 1001 Westlake No., Seattle 9, Washington desire to contact local manufacturers of hardware, building material, household goods, etc. wishing coverage of the Northwest.

D-6982—STERLING INDUSTRIES, INC., 756 South Broadway, Los Angeles 14, Calif., wish to contact local manufacturers desirous of obtaining new lines in the hardware and notion field.

D-6983—JEROME BRANDES, 4926 North 12th St., Philadelphia 41, Penna., manufacturers' agent with a Mechanical Engineering degree is interested in contacting local manufacturers of industrial equipment or materials wishing coverage of the important Philadelphia area.

D-6984—PACIFIC SPECIALTY CO., 3028 Fillmore St., San Francisco, Calif., is interested in obtaining agency lines of plumbing supplies and specialties. Present coverage includes toilets, installations, plumbers and maintenance men in Northern California territory.

D-6985—BERGSMANN MANUFACTURING COMPANY, 2390 Broadway, New York 24, N. Y. wishes to contact sales representatives in San Francisco area to handle their line of plastic and leather beach, diaper, cosmetic and shopping bags.

D-6986—Resident of Metropolitan Boston, with management experience in distribution of metal working machinery and steel in that area seeking representation of Bay Area manufacturers on commission basis. Business and banking representation offered. Correspondence from interested parties to be forwarded by the Domestic Trade Department of the San Francisco Chamber of Commerce. Please refer to Domestic Trade Tip, D-6986.

D-6987—ENDUR PAINT COMPANY, 46 Cornhill, Boston 8, Mass., seeking a sales representative in San Francisco area to handle their carborundum paint for concrete floors. Representative will be calling on schools, colleges, industrial plants, fire stations, garages and paint contractors.

D-6988—ROBERT APPLETON, 100 Boylston St., Boston 16, Mass., familiar with sales and distribution procedure offers coverage of New England, New York and New Jersey states, on part time or intermittent basis, to interested local manufacturers.

D-6989—ELLIOTT A. ALLEN, 1913 No. Vermont Ave., Los Angeles 27, Calif., Mechanical Engineer and Sales Agent, is interested in mechanical products or items requiring engineering service to the list of firms he now represents in Southern California.

D-6990—J. H. PARROTT, 2438 Old Sonoma Road, Napa, Calif., interested in placing on the market handmade, opaque colored, plastic button shanks, label pin backs and buttons designed for easy removal for cleaning purposes.

D-6991—EDWARD M. MARKS CO., PACKAGING, 8334 West Third St., Los Angeles 36, Calif., want to contact a local manufacturers' representative to handle a line of surface-coated papers used in the printing, lithographing, bookbinding paper and box manufacturing fields.

D-6992—BRADLEY KESTONE-COOPER, INC., Box 3121, Mallory Station, Memphis 9, Tennessee, seeking a manufacturers' agent in San Francisco to handle their sectional butcher blocks calling on butcher supply and refrigeration dealers in Central California.

D-6993—THE DOZAR COMPANY, 5601 West Adams Blvd., Los Angeles 16, Calif., seeking a representative in San Francisco to handle the sale of their wall and floor, fire resistance sales. Small initial investment of stock required.

D-6994—HARRY P. WILSON, 1045 East 12th Avenue, Denver, Colorado, representing newly established manufacturers' agents with college degrees in Marketing and Sales, offer coverage of Mountain States to local manufacturing firms.

D-6995—UNIVERSAL MEDICAL PRODUCTS, INC., 30 Reade St., New York 7, N. Y., desires to secure a local agent to handle their products throughout California, calling directly on customers they have already established through a mail order business.

## Coastwise Line Starts Alaska Service

Inauguration of a common carrier coastwise service between California, Oregon and Alaska by Coastwise Line, Inc., of San Francisco was announced this week by B. H. Parkinson, executive vice-president of the company.

● The first sailing, which will start from Long Beach August 17, will also mark resumption of common carrier coastwise service between California and Oregon. The first ship from San Francisco will sail August 19, with subsequent sailings to be made at two-week intervals.

Inauguration of direct service to Alaska is the culmination of efforts by the San Francisco Chamber of Commerce, as well as the Portland and Los Angeles chambers, during the past year and a half. It has long been desired by Alaskan businessmen and West Coast shippers, who have been critical of one-port service to the Territory which has involved transshipment at Seattle. Direct service should result in lower costs of benefit to Alaskan merchants and local suppliers interested in the trade.

## Calf Winners . . .

ica boys selected on a basis of merit. The boys and girls are to raise the calves and return them to the Junior Grand National next year for exhibition and sale.

Following is a list of the winners and their sponsors:

Morley Grothe, 5398 Sonoma Highway, Napa—Sponsor, O. Casperson & Sons.  
Jill Dawson, Star Route Box 15, Fresno—Sponsor, Folger Coffee Company.

Pete Jimenez, Gilroy—Sponsor, Spreckels Sugar Company.

Marcus Galvan, Rural Route Box 55, Irvington—Sponsor, Bank of America.

Andy Tarallo, Route 3, Box 621, Reedley—Sponsor, Ed Hauck Company.

Tat Valledado, Half Moon Bay—Sponsor, Pacific Brewing & Malt Company.

Wayne Dughi, Route 1, Box 268, Manteca—Sponsor, Poultry Producers of Central California.

David Lewis, Raymond—Sponsor, Mr. William H. Noble.

Keith Morrow, Route 3, Box 647, Hanford—Sponsor, Borden's Dairy Delivery Company.

Douglas Young, Meridian—Sponsor, Pacific Gas and Electric Company.

Nancy Biglow, Route 1, Box 239, Antioch—Sponsor, Thomas A. Brooks, Regional Service Committee, City and County of San Francisco.

Lowell Sousa, Route 4, Box 2865, Modesto—Sponsor, Schwabacher-Frey Company.

Gino Padretti, Box 136, El Nido—Sponsor, Crown Zellerbach Corporation.

Walter Gash, Sonoma—Sponsor, Anglo California National Bank.

Albert M. Bogetti, Route 2, Box 35, Tracy—Sponsor, B. Moffatt Company.

Lowell King, Jr., Route 4, Box 352, Petaluma—Sponsor, Technical Book Company.

Joe Noviero, Rio Vista—Sponsor, Outsen Brothers Milling Company.

## Cargo Institute Formed by State Aero Commission

Completion of organizational details of the Air Cargo Institute of California was revealed today by the California Aeronautics Commission with announcement that the non-profit corporation is making plans for experimental work in development of air shipment of the state's agricultural and manufactured products.

● The Institute is an outgrowth of the Air Cargo Project Committee, formed by the Aeronautics Commission.

Harold Angier of Fresno, general manager of the California Grape and Tree Fruit Association, was elected president of the new organization. Other officers are: L. R. Hackney, Lockheed Aircraft Corporation, first vice president; John P. Houghton, Air Cargo, Inc., second vice president; Lyman Lantz, California Aeronautics Commission, secretary; A. V. Preble, York Refrigeration Company, treasurer, and Edgar G. McLellan, E. W. McLellan Company, chairman of the board.

Full-time managing director of the Institute will be J. Prescott Blount, who will establish the organization's main office in San Francisco.

The Institute's board of directors include representatives of agriculture, airlines, air freight carriers, shippers, packagers, distributors, marketers and others concerned with air cargo.

## B. A. I. E. . . .

underwritten by a \$5,330 loan from the San Francisco Chamber. This was repaid by the Junior Chamber a month before the show opened at a success banquet at Treasure Island.

Plans for the second annual BAIE are already under way, according to Markel, with dates for the 1949 show to be announced later. The firm of Krielt & Myers, which staged this year's show, will handle the 1949 Exposition.

Published weekly at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Leonard B. Gross, Editor. Telephone EXbrook 24511. (Subscription, One Dollar a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.





# Bay Region Business

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SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, July 29, 1948

Number 31

## A SPECIAL REPORT

# Philippine Trade Conference

By W. P. F. BRAUNER

The results of the recent Philippine Trade Conference initiated by the San Francisco Chamber of Commerce conclusively prove the great value of closer contacts between businessmen in San Francisco and business and political leaders of the various Pacific countries.

● We went to Manila to learn something of the problems of the Philippines and in turn to give Philippine leaders some idea of how American business operates and what steps must be taken if American capital is to be attracted toward the development of the Islands.

It is the unanimous belief of all 22 members of our delegation that both objectives were achieved.

Our attempts to find the best ways to cooperate in strengthening the Philippines economically have been greatly furthered by the remarkable job of reconstruction that has already been done. It emphasizes the great desire and determination of the Philippines to become the leading financial, economic and political power in the Pacific.

It was agreed by all Conference participants that to accomplish that objective more American capital and know-how must come into the Islands. This arrangement could operate in several ways. Some businessmen felt that it should be a partnership; some thought a system of tariffs would bring United States branch factories; others felt that Philippine business may need some protection from possible exploitation. American businessmen naturally wanted assurance that they would receive adequate return on their investments.

What the conference did accomplish was agreement among both Philippine and San Francisco businessmen that a middle course is essential to serve the interests of both.

● It should be pointed out that the import-export controls established by the Philippine government were not designed to restrict American business or investments, but only to restrict the importation of non-essential goods and to channel the Islands' limited capital into the purchase of essential products such as machinery and steel. Import controls, properly administered, are necessary to preserve remaining funds for the most important uses.

Philippine President Elpidio Quirino assured us that any legislation which appeared restrictive would be administered to the mutual interest of the Philippine



W. P. FULLER BRAUNER, President  
San Francisco Chamber of Commerce

people and American business and capital.

The possibilities for the cooperative development of the Islands' mines, industry, trade and tourist business are tremendous. As a result, permanent working committees have been established in the San Francisco and Philippine Chambers of Commerce to exchange information and to guide and assist both Philippine businessmen and potential American investors.

● San Francisco has definitely been established in the minds of Philippine leaders as the central point of contact in the United States. Our group was treated as an official U. S. delegation.

While our trade mission served to ac-

## Accomplishments

- Important friendships were made with Government, business leaders.
- A greater feeling of mutual confidence and understanding was established.
- Knowledge of resources and prevailing conditions in Philippines was acquired for appraisal of future developments.
- Permanent working committees were set up to exchange reports, discussions of current problems and other matters on a regular basis.
- Philippine businessmen were informed of requirements for investment of American capital.
- Some business agency arrangements were completed and other negotiations were begun.
- Stimulated program to exploit the tourist trade potential.
- Recommended Philippine public relations headquarters in the U. S. (preferably San Francisco) to carry out program of wider publicity for Philippine accomplishments and developments.
- San Francisco established in minds of Philippine leaders as central point of contact in U. S.
- Preliminary arrangements concluded between San Francisco and Philippine chambers of commerce for mutual exchange of information and program of servicing each others' members through existing department activities.
- Philippine-American trade relations benefited from favorable press reception and coverage of conferences, interviews and broadcasts.

quaint us with the Philippines' potentialities and familiarize them with our business methods, it accomplished much more than that. The most valuable achievement was the establishment of confidence with Philippine leaders. As a result of the trip, both San Francisco and Philippine businessmen are aware that the advantageous mutual development of trade requires understanding of each other's problems.

With this basis of understanding firmly established, we shall now strive to achieve our ultimate goals.



ENDING. JULY 9, 1948

DESCRIPTION	RATE	PAYABLE
		Daily & S
One Year	.....	£18
Six Months	.....	12
Three Months	.....	6
One Month	.....	3

ster for subscription to the UN  
countries double the al

## A black and white photograph showing a woman in a light-colored dress standing and addressing a group of people seated at desks in a room. The room has large windows with vertical blinds and a sign on the wall that reads "The 1951".

to the Filipino the desire of to increase use of the world of the world to businessmen to tion in the econ- their own coun-

the Bell Act Americans equal equipment and ex- and mi- and mu- attract Amer- Philippines, to meet the

He said there was a gradual relaxation in controls by the government until last fall when only 300 items remained on a selective list, compared to 3,000 in 1964. However,

their arrival here

Frank exchange of views by businessmen on how to  
use that further will benefit not only the hui  
themselves, but the people in...

A frank exchange of views by businessmen on how to increase that trade further will benefit not only the businessmen themselves, but the people living in the Pacific.

There is no such thing  
as a free lunch.

There is no such thing  
as a free lunch.

## June Industrial Expansion . . .

—By the Chamber's Industrial Department

New industrial plants and expansions in the Bay Region and Northern California for June totaled 42 projects with an investment of \$14,030,300, according to a report released by the Industrial Department of the San Francisco Chamber of Commerce.

● **The Bay Region** (12 counties) accounted for 18 of the new projects, with expenditures of \$871,800. In the same area, there were 22 expansions during the month, with investments totaling \$12,858,500.

San Francisco City and County accounted for 5 new ventures with an investment of \$57,000 and 52 new jobs created. Expansions in San Francisco were 8 in number at an expenditure of \$478,000 with 67 new jobs. The San Francisco aggregate for June shows \$535,000 of new investment in 13 new and expanded industries with 119 new jobs.

Total developments through June for 1948 tabulate as follows:

<b>● SAN FRANCISCO</b>			
40 expansions . . .	\$ 4,619,000	508 jobs	
29 new plants . . .	1,028,500	251 jobs	
69 projects . . .	\$ 5,647,500	759 jobs	
<b>● BAY REGION (12 counties)</b>			
97 expansions . . .	\$28,780,000		
108 new plants . . .	12,958,400		
205 projects . . .	\$41,738,400		
<b>● NORTHERN CALIFORNIA</b>			
112 expansions . . .	\$35,217,600		
126 new plants . . .	16,808,400		
238 projects . . .	\$52,026,000		

Some important June projects are:

● **Standard Oil Co. of California** at Richmond. The near completion of their multi-million dollar grease and wax plants leads Northern California's developments for June.

● **American Forge Company** at Niles is putting \$750,000 into their plant in that area on their new 12-acre site.

● **Hickthorne & Co., Ltd.**, Richmond, successors to R. J. Prentiss Co., are reportedly spending \$400,000 in an expansion program.

● **Shank & Jurs**, Eighth and Carlton Streets, Berkeley, will expand to adjoining property, adding 7,500 square feet of manufacturing area with an investment of approximately \$150,000.

● **San Jose Meat Co.**, Berryessa Road, San Jose, is expanding its operation with an expenditure of \$150,000.

● **Doidge-Koren Paint Co.**, of San Francisco is spending approximately \$160,000 on expanding its operations in paint manufacture.

● **San Jose Creamery** in Santa Clara is completing its new plant for production of ice cream at a cost of approximately \$100,000.

## N. Y. Port Director to Speak on Harbor Day

Austin J. Tobin, executive director of the Port of New York Authority, will address the 19th annual Harbor Day luncheon Friday, August 6, at the Commercial Club, it has been announced by Joseph E. Delsol, Harbor Day chairman and member of the Marine Committee of the Junior Chamber of Commerce.

● **Tobin**, who has been executive director of the New York Port Authority for the past six years, will describe its operation and plans for future development.

The luncheon will mark the opening of a three-day celebration under the sponsorship of the San Francisco Junior Chamber of Commerce. Other events scheduled include: A shippers' tour of the new Foreign Trade Zone on Saturday, August 7; a reception for shippers, consular representatives and Chamber of Commerce officials Saturday evening at the Army & Navy Club, and yacht races, water follies and onboard motor races all day Sunday, August 8.

Early reservations should be made for the Harbor Day luncheon on Friday. Tickets can be obtained from the San Francisco Junior Chamber of Commerce, 333 Pine Street, EXbrook 2-4511.

## New Plant Announced For Frozen Food Firm

Construction of a new plant for Wilcox Frozen Foods, one of the largest frozen food distribution firms in Northern California, was announced this week by President Don E. Wilcox.

● **The new building**, which is located at 2200 Oakdale Avenue, will have sub-zero space for approximately one million pounds of frozen foods. Two thousand square feet of office space and truck loading facilities to accommodate ten to twelve trucks under cover will also be provided. A rail siding is near by. All of the machinery maintaining the low temperatures is automatic and self-defrosting, Wilcox reports.

Operations will be moved to the new plant around August 15.

## New License Tax For S. F. Electrical Vendors Now Due

A newly enacted municipal license tax on vendors of electrical goods is now due and payable, and will become delinquent with penalties if not paid by July 31, according to word received from the Department of Electricity, City Hall.

● **The license fee** is \$10 per year, the proceeds of which will pay for the inspection of electrical supplies and equipment to protect the public against substandard goods that might be hazardous to lives and property. It is estimated that between two and three thousand dealers in San Francisco are required by the new ordinance to take out permits, which will run from July 1 to the following June 30.

Applications must be made to the Department of Electricity, City Hall, the agency charged with inspection responsibility. Applications may be made by mail. Permits must be obtained from the License Bureau of the Tax Collector's Office, first floor, City Hall, upon payment of the \$10 annual fee. The tax office will notify applicants by post card when permits are ready to be picked up.

Businesses coming under the new license ordinance include hardware stores, establishments selling radio supplies and equipment, sellers of household appliances, and retailers generally selling to ultimate users any electrical materials or equipment, except wiring or electrical parts used in automobile repair and electric light bulbs.

Penalty for non-payment of the \$10 annual fee will be 10 per cent for the first 30 days of delinquency, 15 per cent for 60 days and 25 per cent for 90 days. Inspectors of the Tax Collector's Office will start checking stores subject to the new license August 2.

## Correction

Captain Philip Lemler, former commandant of San Francisco Naval Shipyards at Hunters Point, is now retired from naval service and is serving as vice-president of Todd Shipyards in Alameda.

● **Captain Lemler** is not acting as chief public relations officer in the office of the Secretary of the Navy, as reported last week in Bay Region Business.



# Bay Region Business

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SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, August 5, 1948

Number 32

## Home Goods Market Draws 10,000; Gift Show Attendance Up

An estimated 10,000 buyers from the Western United States and Pacific Ocean area registered at the Western Summer Market, Monday, to preview the latest in 2200 manufacturers' household lines, according to Frank K. Runyan, president of the Western Merchandise Mart.

● This is the 65th Western Home Goods Market to be held in San Francisco.

Approximately 1500 buyers were reported by Show Manager Kay Leber to have registered at the Western Gift, Stationery, Jewelry, Toy and Houseware Show which is running concurrently with the Home Goods Market.

"This is the largest registration in the history of this show, with a big increase in attendance of eastern buyers," said Miss Leber.

## State Water Resources Hearing Here Tomorrow

Problems of the state's water supply will be discussed at a hearing of the California State Water Resources Board at 10:00 A.M., Friday, August 6, in the State Building in San Francisco's Civic Center, according to Royal Miller, board chairman.

● The hearing, which has been called at the suggestion of the California State Chamber of Commerce, San Francisco Chamber and associated organizations, will be attended by representatives from agriculture, industry and areas involved.

Purpose of the hearing is to determine the area's potential water needs, present sources of supply and ability of those sources to meet those needs when fully developed. Also to be analyzed will be the probable future sources of supply, probable service areas of existing and future agencies, and the relationships of Bay Area requirements to Central Valley.

In addition to Miller, members of the State Water Resources Board include: Professor Bernard A. Etcheverry, Howard F. Cozzens, R. V. Meikle, C. A. Griffith, and Phil D. Swing.

## Chamber Calls \$8,600,000 Airport Bond Issue 'Imperative'

### First Western Packaging Show Opens Here Soon

Western industry and business leaders concerned with problems and developments in packaging, packing and shipping will participate in the first Western Packaging Exposition and the concurrent First Western Conference on Packaging, Packing and Shipping, August 10 through 13 in San Francisco's Civic Auditorium.

● For the first time in the West, over 100 major companies engaged nationally and regionally in the manufacture and distribution of machinery, equipment, materials, supplies and services in the fields of packaging, packing and shipping, will exhibit and demonstrate their products or services.

The Conference education sessions will be addressed and led by leading authorities in the field.

Declared Chairman Kenneth K. Dean, "The Western Packaging Exposition will attract commercial, industrial, trade association and agricultural executives who have never had the time nor opportunity to attend the annual packaging exhibitions in the East or Midwest."

Official advance registration tickets are now available on request at the Western Packaging Exposition headquarters, 759 Monadnock Building, San Francisco 5. While there is no charge for admission, admittance is by registration only.

## Jeffries Joins C of C Public Relations Staff

Appointment of William R. Jeffries to the Public Relations Department of the San Francisco Chamber of Commerce has been announced by G. L. Fox, general manager of the Chamber.

● Jeffries was formerly district manager of the National Federation of Small Business, with offices in Burlingame.

He will work with Will Williams, Jr., manager of the Chamber's Public Relations Department.

Support of the proposed \$8,600,000 bond issue to complete modernization and expansion of San Francisco Airport was announced this week by the Board of Directors of the San Francisco Chamber of Commerce.

● Board action followed a favorable recommendation on the bond issue by the Chamber's Aviation Committee headed by George C. Tenney.

"Details of the proposed expenditures have been carefully reviewed by the Committee and it is the opinion of the Committee that the proposal is sound, justified by the facts and economically imperative if San Francisco is to obtain the type of airport it must have for this air age," Tenney said.

"Increased construction costs and additional technical requirements have forced the Public Utilities Commission to request additional funds," he concluded.

## San Francisco Firm Gets State Fair Contract

Entire maintenance of the California State Fair buildings and grounds has been contracted to the California Building Maintenance Company of San Francisco, according to an announcement this week by R. L. Knox, company president.

● This is the first time the entire maintenance of the Fair has been contracted to a private concern, according to Knox.

"To handle this operation will require the use of about 400 temporary personnel and several key men from our main office," Knox said.

# General Business Activity

## Thumb Nail Sketch: by the Research Department

### ● TREND—FIRST HALF OF 1948

General business activity in San Francisco during the first half of this year surpassed the corresponding period last year by 4.5%. Our June Business Activity Index at 233.7 (1935-1939 average=100) attained a new all-time June high—6.4% better than a year ago.

First half year bank debits of \$13,447,642,000 were 1¼ billion dollars or 10% above the same period last year; San Francisco Stock Exchange transactions of \$104,979,433 were up 30 per cent in number and 24.5% in value; building permits rose 50.8% to \$30,537,943—new residential permits accounting for more than one-half the total and providing for 36% more new dwelling units than in the same period last year. Non-residential permits of \$8,972,745 accounted for 29% of the total and were 165% above a year ago; real estate sales topped 100 million dollars but were off 10.8%. First half year payrolls in the Bay Area manufacturing industries were up 1.6%; wholesale trade 11.7%; retail trade 12.4%; and hotels 2.6%.

Employment in the San Francisco Bay Area on July 1 was better than a year ago—8% fewer Continued Claims, with Veterans Claims 49% below a year ago. Department store sales bettered the first half of last year by 4%, indicating that general merchandise sales will probably exceed 80 million dollars for this period. Postal receipts of \$9,116,949 were off 11%; registered tonnage of ship arrivals and departures in the San Francisco Bay for the first 6 months exceeded last year by 6.9% and 5.3% respectively, with number of arrivals totaling 1,930 and departures 1,940.

Value of imports through the first 4 months (latest available) was 18.4% above last year, but exports dropped off 22.9%. The 6 months freight car movements in the San Francisco-Oakland switching limits of 263,648 cars were 15.4% below last year. Sales of electrical energy were off 1.5% but gas sales were practically the same. Net gain in water consumers during the first 6 months totaled 1,524. First half year San Francisco-Oakland Bay Bridge vehicle crossings totaled 12,753,706—practically the same as last year, but the Golden Gate Bridge vehicle crossings of 3,907,489 bettered last year by 6%. Livestock slaughtered amounting to 1,078,795 head exceeded a year ago by 3.7% but receipts of dressed poultry were off 25.3%; fruits and vegetables 23.9%; butter 15.3%; eggs 9% and cheese 2.5%.

### ● EMPLOYMENT

A slight improvement in the total employment in San Francisco occurred in June when the downward trend of the previous month was reversed. The manufacturing industries accounted for most of the increase while professional, commercial, and trade showed little change from the preceding month, according to the State Department of Employment. Construction employment continued to gain, surpassing that of a year ago; but in the Maritime industry there was a continued slump which has been in evidence since the war's end. The California State Employment Service disclosed that the Veterans' Information Center in the City Hall, which gave job information to more than 6,000 veterans last year, ceased operations on June 30 this year as the need for this specialized service has decreased considerably, and will now be handled by the local C.S.E.S. offices.

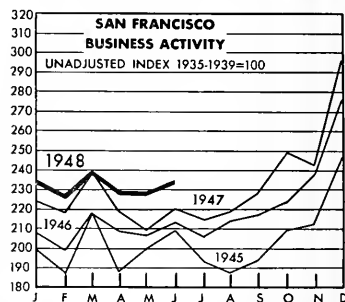
June placements in San Francisco were reported at 3,236, of which 2,411 were in the industrial and 825 in the commercial field. Occupation distribution was as follows: clerical and sales 44.9%; service 20.6%; skilled 7.0%; semi-skilled 9.8%; professional 2.7%; and unskilled 15.0%.

Job openings unfilled at the end of June dropped to the lowest point in the postwar period; however, job opportunities are reported still available for highly skilled workers required in certain crafts in construction and manufacturing fields, also trained clerical workers are still needed in the commercial field.

### ● MANUFACTURING

Manufacturing industries in the San Francisco Bay Industrial Area employed 113,400 in June, according to the State Department of Industrial Relations. This was an increase of 7,100 over the preceding month, but 4,400 fewer than in June a year ago. The non-durable group accounted for 58,500 representing an increase of 600 over the preceding year; and the durable accounted for 54,900 or 5,800 fewer than a year ago.

Manufacturers' June payrolls, however were up 3.2% and carried the 6 months average 1.6% above a year ago. Average weekly earnings in the manufacturing industries in June amounted to \$61.10 compared to \$60.62 in May and \$57.24 in June last year. Average hourly earnings amounted to \$1.589 compared to \$1.566 in May and \$1.473 last June. Average hours worked per week totaled 38.5 in June, 38.7 in May and 38.8 last June. Bay Region new industries and expansions reported for the first half of 1948 by our Industrial Department ac-



counted for 205 projects with outlays of \$41,738,400; 97 were expansions with outlays of \$28,780,000; 108 were new plants with outlays of \$12,958,400. The San Francisco projects totaled 69 with outlays of \$5,647,500.

### ● TRADE

Department store sales in the San Francisco-Oakland Metropolitan Area for June were up 14% and for the first 6 months were up 6% above the same period last year. Apparel store sales were up 7% in June and 4% for the 6-month period. June department store sales in the Central Valley area were up 19% with the first half-year sales up 11%, and June sales in the State were up 11% with sales for the first half-year up 4%.

Independent retail store sales in San Francisco for the first 5 months (latest data available) were 2% above last year, according to the Bureau of the Census. The food group sales were off 4%; eating and drinking places 6%; apparel group 3%; but the furniture and household group were up 9%; lumber and hardware 18%; and automotive group 15%.

Pacific Coast Wholesalers' sales for the first 5 months were up 8%, according to the latest report of the Bureau of the Census. Lines reporting losses included: automotive supply sales off 15%; and clothing and furnishings 27%. Gains were reported in dry goods sales of 14%; electrical goods 23%; fresh fruit and vegetables 4%; furniture and house furnishings 15%; groceries and affiliated (full line) 3%; general hardware 3%; lumber and building materials 33%; and meat products 38%.

### ● LIVING COSTS

Living costs in San Francisco on June 15 were 9.4% above June a year ago, according to the U. S. Department of Labor Index which had risen to 174.2. Food costs were up 12.5%; clothing 7.9%; rent 5.4%; house furnishings 4.1%; and miscellaneous 7.2%.

Living costs during first half of the year, based on the quarterly reports, were 7.2% above the same period last year with food up 8.6%; clothing 7.4%; rent 4.9%; house furnishings 6.5%; and miscellaneous 5.8%.

# Survey of Business Conditions in San Francisco

## June, 1948

BRANCH OF ACTIVITY	JUNE 1948	JUNE 1947	PER CENT (CHANGE)	6 MONTHS 1948	6 MONTHS 1947	PER CENT CHANGE
<b>GENERAL BUSINESS ACTIVITY</b>						
S. F. C. of C. Index 1935-39 Avg.=100.....	233.7	219.7	6.4	231.4	221.5	4.5
<b>CONSTRUCTION PERMITS</b>						
Total.....(number)	856	640	33.8	4,701	3,988	17.9
Residential, New.....(value)	5,699,579	2,942,139	93.7	30,537,943	20,244,357	50.8
Dwelling Units.....(number)	267	185	44.3	1,546	1,196	29.3
Single Family Dwellings, New.....(value)	2,753,984	1,554,400	77.2	16,173,543	10,321,433	36.7
Non-Residential, New.....(number)	306	206	48.5	1,903	1,401	36.0
Additions, Alterations and Repairs.....(value)	2,113,894	1,299,400	62.7	11,744,405	8,124,933	44.5
Real Estate.....(number)	23	21	9.5	137	118	16.1
Sales.....(value)	1,689,470	478,208	235.3	8,972,745	3,388,522	164.8
Mortgages and Deeds of Trust.....(number)	366	438	-20.2	2,674	2,674	12.9
Real Estate.....(value)	1,256,125	909,531	38.1	5,391,653	6,534,402	-17.5
<b>RETAIL DEPARTMENT STORE SALES</b>						
San Francisco.....(index)	256	237	8.0	237	230	3.0
<b>FINANCE</b>						
Bank Deposits.....(\$000)	2,258,280	2,054,270	9.9	13,447,642	12,223,773	10.0
Bank Clearings.....(\$000)	1,678,342	1,586,685	5.8	10,212,057	9,380,996	8.9
Postal Receipts.....(\$)	1,522,235	1,387,283	-4.1	9,116,949	10,246,081	-11.0
San Francisco Stock Exchange.....(no. shares traded)	1,602,577	839,639	90.9	7,036,702	5,651,931	24.5
Commercial Failures.....(number)	20,622,927	11,366,535	81.4	104,973,433	80,312,517	30.7
Liabilities.....(\$)	391,416	96,905	302.4	1,079,322	481,452	124.2
Assets.....(\$)	351,993	17,674	1935.1	608,153	229,375	163.1
<b>EMPLOYMENT &amp; PAYROLLS—Bay Area (5 Co's.) (a)</b>						
Employment.....(index)	135.1	140.6	-3.9	134.4	143.3	-6.2
Payrolls.....(index)	268.4	260.1	3.2	261.3	257.2	1.6
<b>NON-MFG. INDUSTRIES—(5 Co's.) (a)</b>						
Laundry, Cleaning, Dyeing.....(payroll)	157.5	172.8	-8.9	158.1	169.4	-6.7
Wholesale Trade.....(payroll)	221.3	210.6	5.1	225.6	202.0	11.7
Retail Trade.....(payroll)	218.4	201.7	8.3	221.2	196.8	12.4
Hotels.....(payroll)	246.4	248.2	-0.7	248.9	242.5	2.6
<b>PLACEMENTS IN SAN FRANCISCO—C.S.E.s.</b>						
Industrial Placements.....(total)	3,236	3,544	-8.7	17,982	20,462	-12.1
Commercial Placements.....(number)	2,411	2,611	-7.3	12,440	14,794	-15.6
Transportation.....(number)	825	933	-11.6	5,442	5,728	-5.0
<b>TRANSPORTATION</b>						
Freight Car Movements.....(number)	17,408	20,413	-14.7	109,510	138,835	-21.1
San Francisco Airport Traffic.....(no. passengers)	87,343	93,000	-6.1	404,382	417,054	-3.0
Express Shipments—Rail.....(number)	201,332	252,955	-20.4	1,339,936	1,700,789	-21.0
Air.....(number)	18,769	16,244	-15.5	111,548	109,367	2.0
Air Mail Loaded.....(pounds)	489,915	560,925	-12.8	2,938,902	2,954,319	1.5
Air Express Loaded.....(pounds)	259,101	247,367	4.7	2,564,972	1,455,170	76.3
Air Freight Loaded.....(pounds)	1,040,462	.....	.....	.....	.....	.....
<b>WORLD TRADE</b>						
Vessel Arrivals with Cargo.....(net registered tons)	347	304	14.1	1,930	1,876	2.9
Industrial and Commercial Gas Sales.....(cu.ft.)	1,657,405	1,362,702	21.6	9,131,497	8,546,065	6.9
Vessel Departures with Cargo.....(net registered tons)	335	321	4.4	1,940	1,938	0.1
Exports.....Value millions of dollars	1,569,694	1,419,338	10.6	9,188,507	8,725,737	5.3
Imports.....Value millions of dollars	30.3(e)	18.3(f)	66.7	104.9(g)	136.1(h)	-22.9
Utilities.....Value millions of dollars	14.6(e)	8.0(f)	82.3	61.9(g)	69.2(h)	-11.4
<b>UTILITIES</b>						
Electric Energy Sales Index.....(k.w.hrs.)	185	186	0.5	195	198	-1.5
Industrial and Commercial Gas Sales.....(cu.ft.)	1,241,374,600	1,175,906,000	5.6	7,868,904,200(f)	7,871,443,400(g)	-0.3
New Developments.....(net gain)	232	163	42.3	1,524	1,674	-9.0
<b>NEW DEVELOPMENTS</b>						
Tourist and Settler Inquiries.....(number)	808	491	64.6	3,612	3,349	7.9
Bay Bridge Vehicle Crossings.....(number)	2,215,101	2,345,244	-5.5	12,753,706	12,650,284	0.8
Golden Gate Bridge Vehicle Crossings.....(number)	747,923	709,691	5.4	3,907,489	3,679,816	6.2
<b>DAIRY RECEIPTS, FRUITS &amp; VEGETABLES</b>						
Butter.....(pounds)	3,563,390	3,815,626	-6.6	13,437,846	15,859,826	-15.3
Cheese.....(pounds)	1,227,321	1,987,799	-38.3	8,576,703	8,251,741	4.0
Eggs.....(cases)	94,933	94,760	0.2	585,776	641,413	-9.0
Poultry, Dressed.....(pounds)	1,197,049	1,244,790	-3.8	6,780,739	9,080,339	-25.3
Fruits and Vegetables.....(carlots)	2,122	2,350	-9.3	8,105	10,645	-23.9
<b>LIVESTOCK SLAUGHTER (b)</b>						
Cattle.....(total number)	191,750	185,030	3.6	1,078,795	1,039,879	5.7
Calves.....(number)	37,726	40,345	-7.2	234,803	242,215	-3.1
Sheep and Lambs.....(number)	11,919	13,490	-12.1	83,695	75,584	10.7
Hogs.....(number)	95,993	86,455	11.0	501,666	426,472	17.6
S. F. LIVING COSTS 1935-39 Avg.=100						
Food.....(index)	221.6	196.9	12.5	217.5(f)	200.3(k)	8.6
Apparel.....(index)	190.8	176.6	7.9	188.0(f)	175.0(k)	7.4
Rent.....(index)	114.5	108.6	5.4	113.6(f)	108.3(k)	4.9
Fuel, Electricity and Ice (c).....(index)	83.1	82.7	0.5	82.8(f)	82.7(k)	0.0
Gas and Electricity.....(index)	126.9	116.4	9.0	121.8(f)	116.4(k)	4.6
House Furnishing Goods.....(index)	161.4	155.1	4.1	161.9(f)	152.0(k)	6.5
Miscellaneous.....(index)	158.7	148.1	7.2	156.0(f)	147.5(k)	5.8
All Items.....(index)	174.2	159.3	8.4	171.3(f)	160.0(k)	7.2

(a) These data are based on reports submitted to the Division of Labor Statistics and Research, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) Not available for this survey.

(e) April, 1948, latest available.

(f) April, 1947, latest available.

(g) Four months 1948.

(h) Four months 1947.

(i) Quarterly average December, 1947-March-June, 1948.

(j) Quarterly average December, 1946-March-June, 1947.

(k) Revised.

Acknowledgement is hereby made to Thomas Magee &amp; Sons, Dun &amp; Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.



# Chamber Aviation Action

## Alaska

Proposed establishment of a direct air route between Alaska and San Francisco was endorsed today by the Board of Directors of the San Francisco Chamber of Commerce.

● The Chamber action concerned a series of applications now before the Civil Aeronautics Board for the extension of air service between Alaska and the U.S.

In a letter to Joseph J. O'Connell, Jr., chairman of the Civil Aeronautics Board, George C. Tenney, chairman of the Chamber's Aviation Committee, pointed out that the only existing air service between the Territory of Alaska and major West Coast points is a connecting service through Seattle.

"It is the belief of the Chamber that present and future trade relations with Alaska may well justify a more direct air route," said Tenney.

Tenney called attention to the fact that San Francisco's traditional interest in Alaska's development has been emphasized in recent years by the expansion of travel and trade with the Territory.

"Air transportation has much to offer in the further development of sound business and trade relations between San Francisco and Alaska," he said, "and it is the sincere hope of this Chamber that the Civil Aeronautics Board will recognize this factor in its consideration of the applications now before it in the 'United States-Alaska Service Case.'"

## Western Chemical Production On Increase

Production of inorganic chemicals in the eleven western states in 1947 shows a decided increase over 1946, according to a survey released today by the Industrial Department of the San Francisco Chamber of Commerce.

● Using figures prepared for the Chamber by the U. S. Bureau of the Census, the survey shows an increase in production of solid carbon dioxide, chlorine, hydrogen, nitric acid, oxygen, natural soda ash, sodium hydroxide and sulphuric acid.

Biggest production increase was in sulphuric acid which jumped from a total of 588,336 short tons in 1946 to 749,252 short tons in 1947, a gain of 160,916.

Only chemical to show a decrease was liquid and gas carbon dioxide which dropped from a total of 12,361 pounds in 1946 to 11,466 pounds in 1947, a difference of 895 pounds.

The Chamber report covered the states of Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming.

## Southern

Establishment of San Francisco as the western terminus on a new southern transcontinental air route was urged today by the Board of Directors of the San Francisco Chamber of Commerce.

● The route, which has been proposed by a group of air carriers in applications to the Civil Aeronautics Board, would extend from Miami to San Francisco, via New Orleans.

In a letter to Joseph J. O'Connell, Jr., chairman of the Civil Aeronautics Board, George C. Tenney, chairman of the Chamber's Aviation Committee stressed the importance of San Francisco in air transportation, and the importance to this area of adequate air transportation to all parts of the U. S. and the world.

"This city is now completing work on one of the largest and most modern airports yet built anywhere," Tenney said. "Its citizens are air-minded and its business interests spread from coast to coast and around the world.

"The Chamber therefore urges the CAB in reaching its decision to give full consideration to the air transportation needs of San Francisco and place it on the southern transcontinental route as its western terminus."

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department. EXbrook 2-4511, Ext. 56.

D-6996—R. G. LE TOURNEAU, INC., internationally known manufacturers of earth-moving and construction equipment, seeking a distributor for a new line of material handling and heavy construction tools. Included is a mobile, electrically operated crane, a large capacity transit mixer, and a self powered on or off road hauling unit. Inquiries should be addressed to R. L. Le Tourneau, Manager, Tournayer Division, R. G. Le Tourneau, Inc., Long View, Texas.

D-6997—RUSSELL PLAYING CARD COMPANY, INC., 200 Fifth Avenue, New York 10, New York, seeking a sales agency or agencies to sell their line of playing cards in the eleven Pacific and Rocky Mountain states calling on wholesale druggists, tobacconists, chain and department stores.

D-6998—THE HOLDEN COMPANY, P. O. Box 4062, Honolulu, Hawaii, interested in contacting a sales agency or agencies for furniture manufacturers with whom they might consult directly regarding representation of the agency's firm in the Territory of Hawaii.

D-6999—Newly established manufacturer's agent with background as Assistant West Coast Sales Manager for well known national organization, seeking lines adaptable to wholesale paper, stationery, and hardware jobbers, for State of California or three West Coast states. Correspondence from interested firms will be forwarded by the Domestic Trade Department of the San Francisco Chamber of Commerce. Please refer to Domestic Trade Tip, D-6999.

D-7000—GRATON & KNIGHT, General offices, 356 Franklin St., Worcester 4, Mass., branch office, 1219 Folsom St., San Francisco 3, Calif., seeking additional representation on commission basis for their industrial leather products in San Francisco and the Bay Area. Working knowledge of the power transmission business preferred.

D-7001—A. W. ANDERSON, Wood Specialties, 2938 16th Avenue S. W., Seattle 4, Wash., wishes to contact a jobber in San Francisco to handle the selling of their finished and unfinished wood drapery fixtures, easter cups, hangers and pole sockets.

D-7002—JOHN C. JENSEN, INC., 600 South Michigan Avenue, Chicago 5, Illinois, offers sales representation to San Francisco and Bay Area manufacturers of hardware, appliances, etc. of the Chicago and Midwest area.

## Junior Chamber Launches Blood Bank Drive

The San Francisco Junior Chamber of Commerce is once again launching a drive for blood bank donations.

● The campaign will run from August 23 to August 27. Donations received from San Francisco business men during that time will be placed in reserve for use by Chamber and Junior Chamber members and their families.

The present reserve is almost depleted—so fill out the coupon and send it to Jack J. Nicholas, Public Health Committee, San Francisco Junior Chamber of Commerce, 333 Pine Street.

I shall donate a pint of blood to the Chamber of Commerce account to be held for our future use.

I shall donate at.....(time and date).

Name.....

Firm.....

Phone Number.....





# Bay Region Business

PUBLISHED BY THE  
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, August 12, 1948

Number 33

## Shoreline Highway Development Funds Sought from State

Emergency allocation of funds to sections of the Shoreline Highway by the Highway Commission was urgently recommended last week by more than 150 leaders from Shoreline Highway counties who termed the highway's present alignment width and surface as "totally inadequate and constituting a series of traffic hazards and death traps."

● **Action** was taken at the Shoreline Highway Association's third quarterly meeting. It was decided to present the Association's testimony at the August 19th meeting of the State Highway Commission, with a request that a foundation adequate for existing traffic be constructed in certain sectors between Jenner and Gualala.

Meeting participants also set up preliminary plans for introduction of bills in the 1949 legislature calling for induction of the remaining county road sectors of the Shoreline Highway into the state highway system. Also considered were further campaigns in Congress to obtain additional Federal Aid Highway appropriations and the possibility of borrowing federal funds to build the state highway system now in its entirety, including the Shoreline Highway and its laterals.

## P.E. Circuit Breaker Test Reported Largest Made

Recent tests on the Pacific Electric circuit breaker are believed to be largest short circuit interruptions ever made, according to Joseph S. Thompson, founder and president of Pacific Electric Manufacturing Corporation of San Francisco.

● **Circuit breakers** are used to interrupt short circuits caused by winds, lightning, birds and falling trees and branches and serve the purpose of isolating the trouble area by automatically shutting off the power.

"Circuit breakers of much higher interrupting ratings than ever before will be required in the near future by several power systems as a means of protect-

(Continued on page 4, column 1)

## Good Packaging Opportunities Outlined at Conference Here

Two important factors determined the need for a Western Packaging Exposition and Conference, according to Kenneth K. Dean, publisher of Good Packaging magazine and chairman of the first Western Packaging Exposition which opened in Civic Auditorium August 10 for a four-day

run.

● **"The West** is a packaging empire with problems peculiar to its own region and wants dissimilar to other areas," Dean said. "The Exposition came into being to meet these Western needs."

Secondly, Eastern expositions have failed to draw Western attendance, according to Dean.

"Time and distance have kept the West from attending in numbers proportionate to its true status in the national economy," he said.

● **Dean** pointed out that many of the nation's highest ranking packaging authorities are offering their know-how during the three days of conference sessions.

Speakers slated to appear on today's program include J. W. Pipes, president,

(Continued on page 4, column 1)

## Direct SF-Mexico City Air Service Available

Direct, one-carrier, overnight air service from San Francisco to Mexico City was inaugurated on Friday, August 6, by American Airlines.

● **As a result** of schedule changes announced by American, travelers from San Francisco will now be able to fly all the way to Mexico City on American Airlines DC-6 Flagships, instead of having to transfer to another airline at Los Angeles.

The airlines' Flight 200, departing an hour earlier from San Francisco Municipal Airport, will make scheduled stops at El Paso, Texas, and there will make a direct connection with American's "Mayan" flight for Mexico City, according to Richard W. Baker, San Francisco District sales manager for American.

## New "Life" Delivery Date

California readers of Life Magazine are now receiving their copies four days earlier as a result of the expansion of West Coast paper and printing facilities, according to an announcement by Life's publishers.

● **Since 1944**, Crown Zellerbach Corporation of San Francisco has greatly enlarged its plant and facilities and Pacific Press, Inc., of Los Angeles has built a new building and installed additional printing equipment, making a total of \$10,000,000 invested by these two companies.

Life officials termed the new delivery schedule as "the beginning of an even greater participation by Life in the ever-growing contribution that the West is making to the New America."

## "Doing Business With China" . . .

A. Bland Calder, American Commercial Attache at Shanghai, China, will discuss "Doing Business with China Today" before a meeting of the World Trade Association of the San Francisco Chamber of Commerce, Monday, August 16.

● **Calder**, who has been in his present post since 1945, has studied in China and held positions with the American Legation at Bern and the American embassies in Petrograd and Shanghai. He served as Trade Commissioner at Peking, Tokyo and Shanghai, followed by service as Assistant Commercial Attache at Peking, and from there to Moscow and Cairo.

Reservations for the luncheon, which will be held in the Red Room of the Fairmont Hotel, can be made by calling EXbrook 2-4511, Extensions 46, 70, 78 or 18.

## New Passenger Giant



*Pictured above is a view of a new Western Air Lines Convair aircraft in flight and a close-up of the instrument panel of the new plane. Captain Ted Holman of Western is describing operations to Kenneth R. MacDonald, manager of the aviation department of the Chamber. Pictures taken on recent inaugural flight of the Convair.*

### Chamber Radio Series To Discuss Advertising

Facts about advertising will be the subject of the Chamber of Commerce-Better Business Bureau radio program this week.

Titled, "Look Before You Weep", the series is heard each Saturday from 5:15 to 5:30 p.m. on KQW.

This week's broadcast will be the first of several dealing with advertising business.

● The program is written each week by Len Gross, manager of Chamber's radio bureau and is narrated by Gross and Muriel Tsvetkoff, manager of the San Francisco Better Business Bureau.

### T. C. Drinkwater Will Be Featured At Lunch

Inauguration of Western Air Line's Convair service on September 1 will be commemorated at a luncheon honoring Terrell C. Drinkwater, president of Western, Monday, August 30, according to an announcement by Fred L. Ellsworth, chairman of the Bay Area Aviation Committee, which is sponsoring the luncheon.

● The luncheon will be held in the Colonial Room of the St. Francis Hotel. Price is \$2.75 per person including tax. Those persons interested in attending the luncheon should contact Kenneth R. MacDonald, committee secretary, at EXbrook 2-4511 for reservations.

## 1948 Public Utility Property Has Ten Per Cent Increase

Public utility properties of the 12 counties of the Bay Area are valued this year at \$369,857,190, a 10.14 per cent increase over 1947, according to an analysis released today by the Industrial Department of the San Francisco Chamber of Commerce.

● The Chamber analysis was based on properties owned by public utilities assessed by the State Board of Equalization for local tax purposes.

In 1947 the assessed value of utility property in the Bay Area was \$355,809,380.

The 10.14 per cent increase in the Bay Area this year compared to a 10.98 per cent increase for the state as a whole.

● Counties covered in the Chamber analysis are: Alameda, Contra Costa, Marin, Napa, Sacramento, San Francisco, San Joaquin, San Mateo, Santa Clara, Solano, Sonoma and Yolo.

Gas and electric companies are the largest contributors to local revenues on the basis of taxes paid on property assessed by the State Board of Equalization. Railroads are next, followed closely by telephone and telegraph companies. These three classes of utility taxpayers account for nearly all of the State-assessed property.

## Industrial Exposition Elects New Directors

Election of a new board of directors and officers of the Bay Area Industrial Exposition, Inc. was announced this week by William E. Gallagher, president of the San Francisco Junior Chamber of Commerce.

● The Board, which is composed of members of the Junior Chamber, is making plans for a second annual Bay Area Industrial Exposition which will be held in 1949.

New president is Alden Stock, public relations director, Union Sugar Company; board chairman, Oscar H. Fisher, Jr., treasurer, Montague Pipe and Steel Company; executive vice president, Alden Stanton, American Binder Company; treasurer, John Baxley, U.S. Post Office Department; and secretary, Edward Arnold of Brush, Stocumb & Company.

● Other board members are: Arthur Schwartz, Robert Cornell, Herbert Hauser, Robert Hays, John Hume, Carl Long, Joseph Morton, Shermer Sibley, and George Tiegler.

A Report To The Membership

What's Being Done About Traffic?

On October 17, 1946, the Traffic and Highway Committee of the San Francisco Chamber of Commerce presented a 5-point "immediate" action traffic plan and a 6-point long-range traffic program to the San Francisco Board of Supervisors and city administration.

As a service to the Chamber membership, the following is a report on this program. Material for the report was supplied by the Public Utilities Commission, the Department of Public Works and the Police Department of San Francisco.

CHAMBER PROGRAM	ACTION TAKEN
● 1. Installation of coordinated visual traffic signal system.	● New signals installed on Third Street. Installations on main thoroughfares being carried out over four-year period. State highway route—Van Ness Avenue and Tenth Street to Army Street will be finished by November. Alemany, Mission to San Jose Avenue will be submitted to bids in two or three weeks. Bush Street to Presidio Avenue to follow shortly.
● 2. Removal of outer street car tracks on Market Street, replacing street cars with buses or trackless trolleys.	● Inner tracks on Market Street from Fremont to Valencia rebuilt to prepare for eventual removal of outer tracks. Effective June 1948 streetcars began operating only on inner tracks of Market Street, west of Kearny Street. As of July of this year, 24 trolley coaches and 209 motor coaches were delivered and are in service throughout the city.
● 3. Increase in the one-way street system, repaving of streets.	● Additional one-way streets added from time to time, based on police surveys. Turk Street to become a one-way street westbound and Grant Avenue a northbound one-way street within a month. Some track removal and repaving jobs completed or in progress are: Kearny Street, Sacramento Street, Polk, Folsom, Steuart, Howard and Fillmore.
● 4. Stringent enforcement of existing traffic laws with special emphasis on parking.	● Police enforcement increased. Parking meters installed in numerous areas. Tow-away program inaugurated on certain downtown streets.
● 5. Extension of Stockton Street Car Line across Market Street.	● Accomplished September 1947. Line now runs to Southern Pacific terminal.

THE ABOVE FIVE POINTS WERE LISTED BY THE CHAMBER AS "IMMEDIATE ACTION" PROPOSALS. THE SIX POINTS LISTED BELOW ARE CONSIDERED IN THE CATEGORY OF "LONG RANGE" ACTIVITY.

CHAMBER PROGRAM	ACTION TAKEN
● 1. Rehabilitation of transit system.	● Part of this operation begun with purchase of new street cars, buses, trolley coaches, installation of central control radio station, installation of 40 electrical headway recorders, modernization of some of existing storage facilities to service buses.
● 2. Tunnel through Russian Hill between Mason and Leavenworth.	● Will cost about \$6,000,000. City is working on land purchase now and bids are to be submitted in the spring.
● 3. Off-street parking facilities, garages and parking lots.	● Plan to acquire land in fringes of downtown area and make arrangements with private operators for parking to keep cars out of congested areas. Action expected when current overall traffic survey indicates where parking is needed.
● 4. Arterial connections with Bayshore Freeway.	● State is to provide on and off ramps at Alemany. Division—Potrero and other arterial connections. City acquisition of land for connection at 13th Street is underway. Arterial proposals should be ready by next spring based on expert survey report to be made by mid-October this year.
● 5. Portola Freeway—modern highway over Twin Peaks.	● In abeyance following successful opposition of Eureka Valley residents. To be re-studied in light of survey report to technical committee.
● 6. Replacement of Islais Creek Bridge to eliminate Third Street bottleneck.	● Bids will be called for on this project next month; construction will follow. Plans complete.

Financing of several of the above projects will come from the 87 million dollar bond issue voted by the citizens of San Francisco in November, 1947.

## Packaging . . .

Mission Dry Corporation; John A. Warren, packaging consultant, American Home Products Corporation; W. W. Hale, vice president, Freight Traffic, Southern Pacific Company; Irving Lyons, traffic manager, California Packing Corporation; G. W. Aljian, director of purchasing and packaging, California & Hawaiian Sugar Refining Corporation; Harold R. Morrison, purchasing agent, Union Oil Company; T. J. Nelson, packaging engineer, Technical Department, California & Hawaiian Sugar Refining Corporation; and Paul M. Hunt, packaging research division, Owens-Illinois Glass Company.

## P.E. Circuit Breaker . . .

ing machinery and apparatus to the damaging effects of short circuits," Thompson said. "As a power system grows, the size of its largest possible short-circuit likewise grows, so the size of interrupting rating of its circuit breakers at key points must also increase."

Pacific Electric is one of three major electrical manufacturing concerns in the U. S. producing large capacity electric circuit breakers, and it is the only home-owned San Francisco company engaged in this power-equipment business.



**SAN FRANCISCO  
CHAMBER OF COMMERCE  
CURRENT PROJECTS**

August, 1948

### • RAILROAD RATE SUSPENSION

Part of master tariff issued by railroads being withdrawn following campaign by Chamber to keep California freight rates to certain eastern points on parity with Washington-Oregon rates.

### • WATER RESOURCES

Studies of Bay Area water resources to be made by Department of Interior in line with Chamber recommendations for such studies leading toward program of water resource development.

### • ALASKA STEAMER SERVICE

Efforts by San Francisco Chamber and other chambers of commerce to get direct coastwise steamer service to Seward, Alaska, were successful. Inauguration of service to begin as soon as certain operating arrangements are made.

### • GRAIN RAIL RATES

Out-of-line railroad charges on grain stored or processed in transit at San Francisco being removed as result of Chamber action.

### • HAWAII TRADE TRIP

Plans for a Chamber trip to Hawaii now being scheduled for this Fall to further develop trade relations between two regions.

## YOUR CHAMBER WORKS FOR YOU

## "World's Largest Drive-In" Opens Here

The "world's largest drive-in restaurant" opened yesterday in San Francisco, according to Ott Straub, San Francisco business leader and owner of the new enterprise.

● **Known as "Ott's,"** the drive-in is a result of five years of planning and research by Straub. It is located at Bay and Columbus Streets.

Constructed at a cost of over half a million dollars, the drive-in covers 50,000 square feet, employs 150 people and has parking space for 250 automobiles. Seven hundred people can be served at one time.

According to Straub, the claim of being the world's largest enterprise of this type is based on actual surveys over a five-year period. During this time, Straub's engineers visited restaurants and drive-ins throughout the United States. Designed as a result of these surveys, "Ott's" is the largest drive-in in terms of the number of cars that can be parked and the number of people that can be served at one time.

● **Among the many features** are an open-air patio and cocktail lounge and a dual kitchen operation, permitting two completely separate points of service for car hops. The two kitchens are capable of preparing 6,000 servings a day. All hot food passes under specially designed infra-red lamps which maintain temperature until served to the public.

During the six months the restaurant was under construction, Straub conducted a search for one hundred top flight car hop personnel.

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

**D-7003**—CURTIS E. GRIFFIN, 400 Concord Building, 208 S. W. Stark St., Portland 4, Oregon, seeking a local dealer or dealers in San Francisco to handle an oil base, semi-gloss enamel which inhibits the growth of mould when applied to wet surfaces. Useful in canneries, breweries, dairies, bakeries, laundries, greenhouses or where moisture is present inside.

**D-7004**—WARREN D. TAYLOR, 44 McLea Court, San Francisco 3, California, newly established general manufacturer's agent with experience in the wholesale hardware, industrial, marine and oil field trade wishes to contact interested local manufacturers.

**D-7005**—WETMORE REAMER CO., 418 N. 27th, Milwaukee, Wisc., manufacturers of metal and plastic cutting tools seeking a sales representative in San Francisco area to handle their products.

**D-7006**—L. G. WALTON & CO., 2110 El Cajon Blvd., San Diego 3, California, established sales representative wishes to contact manufacturers of novelty, industrial, hardware, automotive or marine products desiring additional representation.

**D-7007**—TOPNEY HARD MADES, 240 Madison Ave., New York 16, N. Y., importers and manufacturers of hand made infants wear, desire to obtain a sales representative in San Francisco to cover this area.

**D-7008**—SAMUEL EDELMAN, 5761 Woodcrest Avenue, Philadelphia, Pa., offers coverage of the Philadelphia area to California firms wishing representation in that area. Qualifications include West Point graduation.

**D-7009**—TURTLE HOSIERY CO., 1122 Broadway, New York 10, New York mill agents looking for representation in San Francisco area for a line of infants', children's, men's fancy and work hosiery.

## Junior Chamber Launches Blood Bank Drive

The San Francisco Junior Chamber of Commerce is once again launching a drive for blood bank donations.

● **The campaign** will run from August 23 to August 27. Donations received from San Francisco business men during that time will be placed in reserve for use by Chamber and Junior Chamber members and their families.

**The present reserve is almost depleted—so fill out the coupon and send it to Jack J. Nicholas, Public Health Committee, San Francisco Junior Chamber of Commerce, 333 Pine Street.**

I shall donate a pint of blood to the Chamber of Commerce account to be held for our future use.

I shall donate at.....(time and date).

Name .....

Firm .....

Phone Number .....



# Bay Region Business

PUBLISHED BY THE  
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, August 19, 1948

Number 34

## Directory of Bay Area Manufacturers Issued by Chamber

A total of 435 large Bay Area manufacturers and 231 branch plants are included in the revised 1948 Large Manufacturers Directory published by the San Francisco Chamber of Commerce Domestic Trade Department. The Directory lists manufacturers in the 12 Bay Area counties which employ 100 persons or more.

● **Replying to a Chamber questionnaire** concerning employment, 343 of the firms listed in the 1947 and the 1948 Directory reported employment increased very little during this period.

**These firms had a combined employment of 189,314 in 1948, an increase of 1010 or less than one per cent over February 1947.**

Classified by type of products manufactured, the employment picture revealed a decrease of 4,907 employees in the metal products and machinery category, which was more than offset by increases in all other categories except the leather products industry where the change was small, but negative.

**Food packers reported an increase of 757 employees, up 1.3 per cent over 1947. Employment in the textile and clothing industry was up 3.3 per cent; wood products and furniture, 4.5 per cent; leather products, 14.8 per cent; paper products and printing, 8.8 per cent; chemicals, 8.3 per cent; mineral products, 5.4 per cent; and a miscellaneous group including public utilities was up 5.8 per cent.**

The Directory was compiled from data supplied the San Francisco Chamber by the manufacturers listed and from information received from 21 Chambers of Commerce in the Bay Area.

## Bureau of Reclamation Will Make Bay Area Water Studies

Thorough investigation of San Francisco Bay Region water resources and possible plans for their development will be undertaken within the next few weeks by the United States Bureau of Reclamation through its Sacramento regional office.

● **This information** was received this week from Congressman Richard J. Welch by G. L. Fox, General Manager of the San Francisco Chamber of Commerce.

**According to Congressman Welch, \$40,000 has been set aside in the Bureau budget to carry out the investigation which has been authorized by House Resolution 618, introduced by Congressman Welch.**

The Resolution provided for an investigation "and report upon the feasibility and the justification of means to serve, maintain, and utilize the fresh waters of the Sacramento and San Joaquin Rivers and other possible water supplies at the northerly end of San Francisco Bay and in the Delta area . . ."

**This project has had the attention of the Special Projects Section of the Chamber's Industrial Development Committee and a recommendation was recently made by this group that studies be inaugurated which would lead toward a program of water resource development.**

### C. OF C. REPRESENTATIVE AT SUPERVISORS' MEETING

Attending the Board of Supervisors' meeting Monday, August 16, was:

Benjamin H. Swig, member, San Francisco Chamber Board.

## New Appointments to Area Aviation Group

Appointment of James A. Black to represent the San Francisco Junior Chamber of Commerce on the Bay Area Aviation Committee was announced today by Fred L. Ellsworth, BAAC committee chairman.

● **Black is associated with the U. S. Fidelity & Guarantee Company.**

**Richard A. Ray, aviation representative of Standard Oil Company's San Francisco district, will serve as the Junior Chamber's alternate member.**

Representing the Martinez Chamber of Commerce as a regular member on the area aviation group will be Charles B. Beatie.

## Progress Report...

### ● TRAFFIC

This week exhaustive surveys aimed at solving San Francisco's transit and transportation problems for the next 25 years were reviewed by Charles DeLeuw and Ladislav Segoe, nationally known consultants retained by the City Planning Commission.

● **Recommendations** include a vast system of freeways connected with feeders designed to route through traffic around the downtown district; and a series of subways for providing residents of outlying districts with fast underground transportation.

**Cost studies will be submitted to the city soon.**

## Golden Gate Business Courses Slated for Fall

A program of fall courses in business administration at Golden Gate College was announced this week by Nagel T. Miner, Director.

● **The School of Management**, under the direction of Joseph M. Trickett, former director of organization planning, Columbia Steel Company, will present a curriculum of general business courses including Personnel and Industrial Relations, Production Management, Finance and Accounting Management. Two advance executive seminars will be offered primarily for business executives: one in the Prevention and Adjustment of Labor Disputes, under Glenn Bowers of the State Department of Conciliation; and the other on Top Management Problems, under prominent San Francisco executives.

● **The School of Accountancy**, directed by Myron M. Strain, will present a program of Accounting and related courses covering public and managerial accounting and internal auditing.

● **The School of Traffic Management**, directed by T. P. Wadsworth, will hold a course in all phases of Traffic Management and Transportation. The School of Insurance offers a course planned to prepare students for the C. P. C. U. examinations. A short course in Real Estate, which prepares for the broker's and salesman's examination, will also be

(Continued on page 4, column 3)

## New Boat For S. F. Bay Sightseers

The "Harbor Tourist," new 160-passenger glass-enclosed sightseeing boat, will be put into service by the Harbor Tug & Barge Company this week from Pier 41 to supplement its present sightseeing fleet of four boats, according to Albert D. Elledge, company president.

● **Elledge** declared the addition of the new craft will provide the largest boatride sightseeing service on San Francisco Bay.

## Durable Goods Exhibit

Of interest to Bay Area manufacturers is a display of durable goods items now being assembled by the Oakland Quartermaster Mobilization District at the Oakland Army Base.

● **The display** comprises samples and photographs of equipment being procured from time to time by the Quartermaster Corps. The exhibit is located in the west wing of the Administration Building.

## British Trade Adviser Here to Meet Businessmen

Arrival in San Francisco this week of Neville Blond, newly appointed United Kingdom trade adviser in the United States, has been announced by the local British Consulate.

● **Blond** is here to meet businessmen in the area to give them information on the specific products that are immediately available for export to this country.

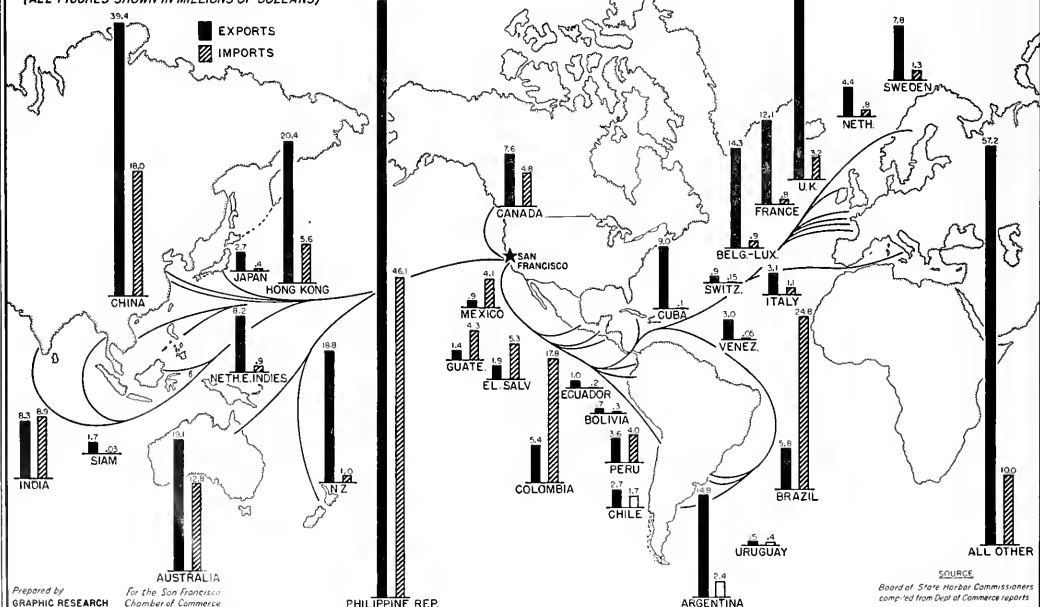
Upon arrival, Blond indicated that British manufacturers may bypass East Coast distributors and ship goods direct to San Francisco.

An honorary adviser in the Board of Trade for some years, Blond joined the Ministry of Production in 1942, where he had the job of ensuring that armament production goals were fulfilled.

Arrangements for meeting him should be made through the British Consulate General, 310 Sansome Street, San Francisco 4.

## EXPORTS AND IMPORTS, BY COUNTRIES, 1947

SAN FRANCISCO CUSTOMS DISTRICT  
(ALL FIGURES SHOWN IN MILLIONS OF DOLLARS)



## "New Alaska Steamer Service Is Boon To Port"—Brawner

Establishment of the first direct general cargo service between California, Oregon and Alaska was hailed this week by W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce, as "another milestone in the history of the Port of San Francisco."

● This service, which has been established by Coastwise Lines on a bi-monthly basis, will be inaugurated on Thursday, August 19, when the Liberty ship Henry D. Lindsley leaves San Francisco for Seward, Alaska, via Portland. Arrangements have been made with the Alaska Railroad for interchange of cargo at Seward.

Heretofore, shipments to Anchorage, Fairbanks and other points on the Alaska Railroad have had to go to Seattle by rail or truck for forwarding beyond via one of the steamer lines operating out of Seattle.

Declaring that the new service offered a considerable saving in rates, Brawner pointed out that until now San Francisco shippers have paid a local rate to Seattle plus transfer charges at that point, and local rates beyond.

● "The new rates will be made up of a combination consisting of 85 per cent of the present water rates to Portland, plus rates from Portland to Seward on the same level as from Seattle to Seward," he said, "No transfer charges will be involved."

Commenting on the new service, Walter Rohde, manager of the Chamber's Transportation Department, called attention to the three-year improvement program inaugurated by the Alaska Railroad at a cost of \$48 million.

"Among other things, this calls for the acquisition of 1800 new freight cars, 34 diesel locomotives, and 34 steam locomotives, besides complete replacement of passenger equipment," Rohde said. "Through the use of diesel locomotives, freight transit time between Seward and the northern terminal at Fairbanks will be cut a full day."

## "Money at Work"

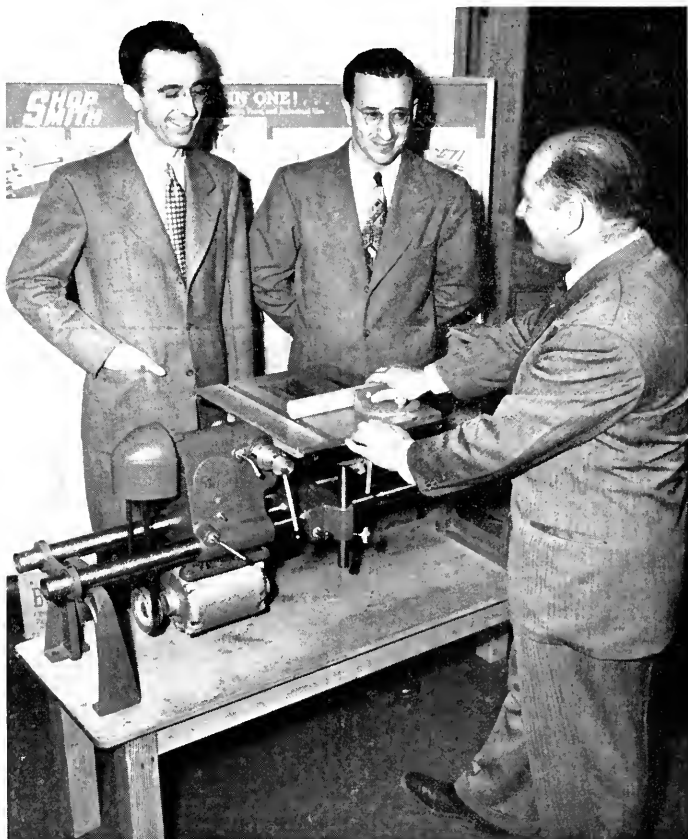
How mass investment has built the nation's industry is told in a 17-minute sound motion picture now available for showings at businessmen's organizations, service clubs, educational, fraternal and community groups generally throughout Northern California.

● Produced by The March of Time for the New York Stock Exchange, the film is entitled, "Money at Work."

A New York Stock Exchange speaker is available for an introductory talk and to handle a question-answer period.

To arrange for a showing, write Association of Stock Exchange Firms through D'Evelyn & Wadsworth, Inc., 405 Montgomery Street, San Francisco 4.

## New S. F. Power Tool Industry



Hans Goldschmidt, vice-president, Magna Engineering Corporation of San Francisco, displays operation of his invention, the "Shopsmith" power tool, to Frank and Robert Chambers, secretary-treasurer and president respectively of the company. Company, which was established less than a year ago, now employs 200 people and recently won million-dollar contract.

## Magna Corp. Wins Million Dollar Contract . . .

Conclusion of a million-dollar vertical or horizontal drill press, wood lathe or disc sander.

More than 10,000 Shopsmiths have been made in San Francisco since production started last November, according to company officials. Magna provided the tooling and purchased many of the essential parts, but contracted for the principal fabrication and assembly.

Officers of the company are Robert Chambers, president; Frank Chambers, secretary and treasurer; and Hans Goldschmidt, inventor of the tool, who is vice-president.

## Region to Have Another Electronics Laboratory

Establishment of a new microwave and electronics research and development laboratory at San Carlos, California, has been announced by Varian Associates.

● The plant comprises a model machine shop in addition to a testing and vacuum tube fabrication laboratory.

Head of the enterprise is Dr. Russell H. Varian, inventor of the klystron tube and other devices in the microwave field.

Dr. Varian and his brother Sigurd started work on klystron tube and radar development at Stanford University in 1937. The project was later taken over by Sperry Gyroscopic Company which engaged the two brothers to do further work on the tube and radar.

## Crescent City Okayed As Airline Stop

Approval of Southwest Airways' application for a temporary exemption order permitting scheduled airline service to Crescent City, California, was announced today by the airline's officials.

● Approval came from the Civil Aeronautics Board.

Inauguration of service in and out of Crescent City now is planned for September 1, officials said.

The exemption order allows service to Crescent City as a temporary Eureka-Medford stop on Southwest's segment three of Air Mail Route 76. The exemption will apply until a decision is handed down by the CAB on Southwest's additional California-Nevada Service Case application which calls for amendment of certificate and includes request for Crescent City as permanent stop.

## China Trade Prospects Poor, Says Expert

Trade promotion does not exist in China today, according to A. Bland Calder, U. S. commercial attache in Shanghai.

● Calder, who is in San Francisco for a series of trade conferences, told a luncheon meeting of the Chamber's World Trade Association that the high hopes for excellent postwar trade with China have disappeared because of the country's exchange situation which has become increasingly worse as a result of its civil war.

On V-J Day, China had an exchange reserve of a billion dollars in this country, Calder said, but the necessity for importing food and coal has caused it to dwindle. China's own food and coal-producing areas have been cut off by the Communists, he stated.

As a result, China's normal flow of export commodities is slowed down because of the lack of transportation, with only the most important products being flown out by air. He also cited hoarding as one of the developments of China's inflation and said that the withholding of much needed consumer goods from distribution was discouraging farmers from producing more crops.

## Selective Service . . .

A report on the application of the 1948 Selective Service Act to industry has been published by the Industrial Department of the San Francisco Chamber of Commerce and is available to Chamber members.

● The Act carries a section (Section 18) which confers broad powers upon the President of the United States with reference to what has sometimes been termed the "drafting of industry" for the procurement of articles or materials for the armed forces or the Atomic Energy Commission. While it has been stated that the section probably will not be used except in time of war emergency, the fact that such powers have been conferred upon the President and may be invoked by him would appear to be of interest to all manufacturers.

## Mexico to Get West's First Power Plant

Tests on the first Westinghouse Electric Corporation unit power plant built in the West were witnessed yesterday by a business delegation including prominent Mexican engineers and electrical industry leaders.

● The 5,000-kilowatt power generating machine is destined for immediate delivery to Mexico to be added to the expanding power system of the Comision Federal de Electricidad of Mexico, Westinghouse officials said.

Built at Westinghouse's Sunnyvale plant, the power plant comprises a steam turbine, generator, condenser and necessary controls and accessories. It requires only connection to steam and water lines and a boiler, and installation in a suitable building, according to the company.

The plant is the first unit of 24 now under construction in the Sunnyvale plant, of which six will be sent to Mexico.

## Business Courses . . .

available, as well as a course in Income Tax.

Sponsored by the San Francisco Advertising Club, the School of Advertising, directed by Julian Randolph, will offer four courses in advertising. In addition to a course in General Advertising, Richard L. Lemen, art director of Beaumont and Hohman, will present a course in Layout and Visualization; while Robert Beaumont, account executive of Foote, Cone & Belding, will head a course in Advanced Copy Writing. This fall a new course in Retail Sales Promotion and Advertising will be presented for the first time.

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department. EXbrook 2-4511, Ext. 56.

D-7010—THE KENAI SALES COMPANY, P. O. Box 563, Seward, Alaska, is desirous of contacting wholesalers, distributors and jobbers of the following lines of merchandise: liquors, groceries, meats, poultry, household appliances, furniture and floor coverings, kitchen cabinets and building materials wishing representation in Alaska.

D-7011—LAWRENCE STEVENS AGENCY, 315 Royal Hawaiian Avenue, Honolulu 20, Hawaii, interested in contacting local manufacturers or distributors wishing distribution in the Hawaiian Islands.





# Bay Region Business

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Number 35

## Proposed Air Foreign Trade Zone Called Unnecessary Duplication

Establishment of a new Foreign Trade Zone for the exclusive storage of cargo shipped by air would result in an unnecessary duplication of facilities which already exist in San Francisco at Pier 45, it was revealed today by G. L. Fox, general manager of the San Francisco Chamber of Commerce.

● Fox revealed that the Chamber, in response to a recent Bay Area Council suggestion that there be established a Foreign Trade Zone for air cargo, had immediately launched a study of the proposal to determine the need and the feasibility.

Kenneth R. MacDonald, manager of the Chamber's Aviation Department, conferred with Alexander von Hafften, manager of the Chamber's Washington Office; Alvin C. Eichholz, Chamber World Trade Department manager, and Paul R. Leake, San Francisco Collector of Customs, to obtain the facts relative to the proposal.

It was determined that the presently existing facilities at Pier 45 may be utilized by any freight or cargo brought into San Francisco or the Bay Area, regardless of whether the cargo arrives by ship or by aircraft.

● In a letter to MacDonald, Leake reported that: "Cargo which may be entered in a Foreign Trade Zone, brought into this Customs district, and landed at the San Francisco Airport may be placed in Foreign Trade Zone #3 at Pier 45."

Merchandise may be transferred to the Zone by bonded cartman, a practice now being used when ships dock and are unloaded at a pier other than the Foreign Trade Zone Pier 45.

Leake cited proximity to the Airport and elimination of cartage as the only advantages to be gained in the estab-

## Chamber Takes Action To Fight Traffic Death Toll

### Highway Use

An intensive campaign of public education and enforcement of traffic regulations concerning proper use of streets and highways was announced today by the Board of Directors of the San Francisco Chamber of Commerce.

● Acting upon the recommendation of the Chamber's Traffic and Highway Committee, the Board authorized the establishment of a permanent Highway Use Program Committee composed of representatives of all civic agencies concerned with traffic education and law enforcement.

Chamber President W. P. Fuller Brawner, in announcing the campaign, said: "At the present time there is a flagrant abuse of highway and street use by drivers of trucks and private automobiles; the result being accidents, destruction of property, and the unnecessary loss of life, time, and travel."

"The State of California, with great sums being collected under the Collier-Burns Act, is continually increasing highways using all known safety devices; but, in spite of the adequacy of highways and safety precautions, the accident and death rate is steadily increasing. An example is the new six-lane Bayshore Highway. We now have three lanes in each direction in place of the original two; but, because of improper use, little, if any, time is saved in driving over it. It makes little difference how fast we build new highways or improve existing ones. They are almost obsolete before they are completed, due to the lack of proper use by motorists."

● "There is the driver who insists upon using the inside lane even though he is moving slowly. There is the fellow who takes the middle lane, although he too is driving under the speed limit. Add to this the slow driver who drives in the right-hand lane where he should be and you have an impasse; the consequence being that the car in back of these drivers, in a hurry to get through, seizes the

### Parking

A recommendation that motorists be required by state law to cramp their automobile wheels to the curb, set the hand brake and put the car in gear on any perceptible grade came today from the Board of Directors of the San Francisco Chamber of Commerce.

● The Chamber's recommendation is embodied in an amendment to the State Motor Vehicle Code which is expected to be introduced at the next session of the California State Legislature by the League of California Cities.

Commenting on the proposed amendment, Henry E. North, chairman of the Chamber's Traffic and Highway Committee, said, "Visitors who come to cities which have this regulation and enforce it often receive citations for infraction of this rule and feel it is unjust because they do not know that the law is in existence. On the other hand, in cities such as San Francisco where runaway cars kill many people and destroy property, it becomes absolutely necessary that such laws be enforced."

North declared that much of the danger involved and the ill-will created through lack of knowledge could be eliminated if an amendment were added to the State Motor Vehicle Code which could be uniformly applied to all communities.

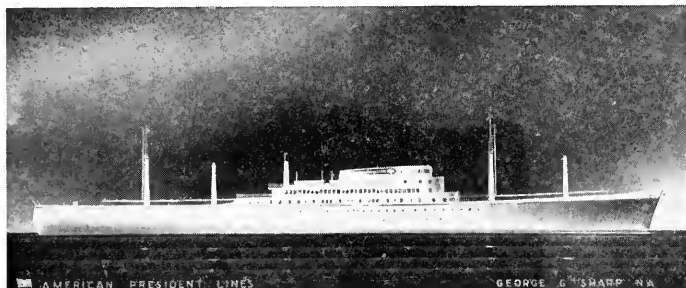
first opportunity and often the result is a 'side-swipe' or 'squeeze' accident that is disastrous."

Brawner emphasized that the new Highway Use Committee is to be a permanent group which will develop a continuing program of traffic and safety education.

First step in the formation of the Committee was taken Tuesday, August 24. At that time, the Chamber's plans were presented to representatives of all civic groups and law enforcement agencies concerned with the problem. This group will in turn appoint one representative from each of their respective organizations to serve on the Chamber Highway Use Program Committee.

(Continued on page 4, column 1)

## Round-the-World Liner



Restoration of its round-the-world service was announced last week by American President Lines with purchase of three deluxe 19-knot passenger-cargo liners at a total cost of approximately \$33,000,000.

● The vessels, which will be one-class ships with accommodations for 228 passengers, will also have 522,000 cubic feet of cargo carrying space. The three

new ships will be delivered in 600, 660 and 720 days, respectively, from the start of construction which is expected to be under way soon.

In announcing the action, APL President George Killian said, "Today's action is part of an overall program by the company to improve the service offered over all our trade routes. This step also acts to bolster America's national defense in that it will help provide our Merchant Marine, now critically short of passenger ships, with a more balanced fleet."

## Bay Area Income Up 400 Million, Says C. of C. Survey

Income of Bay Area residents in 1947 amounted to four and a half billion dollars, according to the 1948 San Francisco Bay Area Economic Survey released this week by the Research Department of the San Francisco Chamber of Commerce.

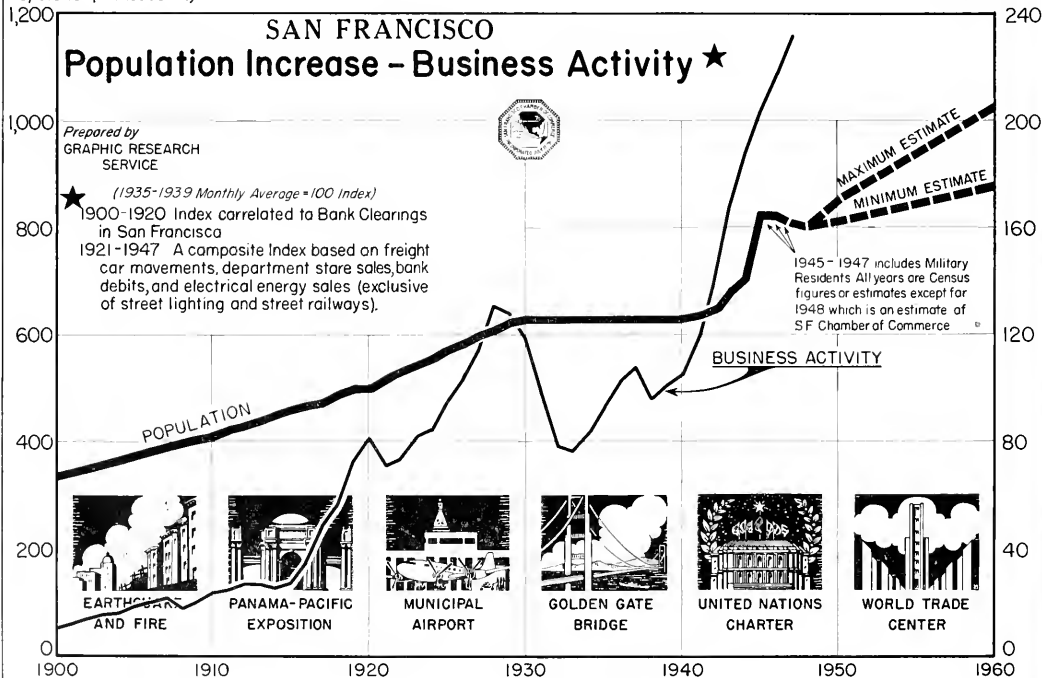
● This is 400 million dollars more than the 1946 income of Bay Area residents, which amounted to 4.1 billion dollars.

Placing the year's retail trade at three billion dollars, or nearly three and one-half times the pre-war level, the survey also revealed that the area's wholesale trade totalled about 5.7 billion dollars, the volume having more than tripled since 1940.

Financial transactions, measured by bank debits, totaled 33 billion dollars for 1947, or two and three-quarters times the pre-war level. Current civilian employment is estimated at 891,000 for the year, which is one-third of a million above 1940. Wages in the manufacturing industries alone during 1947 amounted to nearly 350 million dollars, or over three times the 1940 level.

(Continued on page 4, column 2)

Population (in thousands)



# The San Francisco Chamber of Commerce

*Invites*

*Its Members and Their Families*

*To Attend*

## "The Standard Hour"

*As Guests of*

Standard Oil Company of California

*Place:*

War Memorial Opera House

*Time:*

Sunday, September 12, 1948  
8:30 P.M.

SAN FRANCISCO CHAMBER OF COMMERCE

333 Pine Street, San Francisco 4, California

Please reserve ..... tickets for the "Standard Hour"  
Broadcast, Sunday, September 12, in War Memorial Opera House.

*(Please enclose stamped, self-addressed envelope)*

Name.....

Firm.....

Address.....

*Important!*

Doors Open

At 7:45 P. M.

And Close

At 8:15 P. M.



## Foreign Trade Zone . . .

lishment of an additional Foreign Trade Zone at the Airport.

● The disadvantages, MacDonald pointed out, rest in the necessity of duplicating at the Airport or elsewhere nearby the physical space now available at Pier 45, plus an additional force of Customs inspectors, guards and other personnel.

As an example of the potential duplications, MacDonald pointed out that there are 198,428 square feet of surface area in the Foreign Trade Zone at Pier 45, of which 133,793 square feet are in covered shed space.

"The Zone at Pier 45, in its first 60 days of operation, handled 3,500 tons of freight or cargo, much of it, of course, of a nature not suitable for shipment by air and sufficiently bulky to require space for storage and handling," he said.

● During 1946 aircraft landed 2,319,228 express pounds of merchandise at San Francisco Airport. During 1947 this total rose to 2,952,667 express pounds, or the equivalent of 1,476 tons of merchandise.

"Thus it becomes obvious that during the entire year of 1947 there was landed at San Francisco Airport less than half of the tonnage handled by the Foreign Trade Zone at Pier 45 in the first 60 days of operation," MacDonald said.

All of this cargo landed at the Airport could have utilized the facilities at Pier 45 by use of the following method outlined by Collector of Customs Leake:

"The owner or consignee of cargo obtains a carrier's certificate, which is a release, from the carrier, and then makes an application on Foreign Trade Zone Form D for transfer of the merchandise to the Foreign Trade Zone at Pier 45 by bonded cartman."

Fox added that "until such time as the volume of air freight and air cargo increases to a point justifying such action, it would appear that establishment of an additional Foreign Trade Zone for the exclusive use of air shippers would merely duplicate existing facilities."

## Bay Area Income . . .

The new 36-page edition of the Chamber's yearly review is illustrated with maps, charts and tabulations. Data are presented under such classifications as Bay Area highlights, historical and geographical; population growth, living, social and recreation conditions; business and industry trends; trade, commercial and markets, etc.

Copies will be supplied to members of the Chamber upon request.

### C. OF C. REPRESENTATIVE AT SUPERVISORS' MEETING

Attending the Board of Supervisors' meeting Monday, August 23, was:

● George C. Tenney, second vice president, San Francisco Chamber of Commerce.

## Record-Toy Firm Opens Here



Randolph Hale (left), member of the Board of Family Games, Inc., new San Francisco record-toy manufacturers, looks over figures and props in the first of a series of Storyplays, product of the company which will manufacture and distribute nationally from San Francisco. Looking on are Benjamin H. Neiden, president of the new firm, and Leon G. Key, Board member.

## Employee Benefit Course Offered Here

A course in Employee Benefit and Pension Plans was announced this week by the Extension Division of the University of California.

● Classes will meet each Monday, starting September 13, from 5:00 to 7:00 P.M., in Room 204, 140 Montgomery Street. Fee for the course, which consists of 15 meetings, is \$15.

Designed to acquaint personnel managers and industrial relations directors with the nature of various employee benefits and pension plans, the course will be taught by Thomas W. Cordry, Jr., employee welfare consultant, who was formerly manager of the Group Department of the Massachusetts Mutual Life Insurance Company. Cordry is also a member of the panel of the Federal Mediation and Conciliation Service for arbitration of disputes involving pension and employee benefit plans.

## Football Kickoff Luncheon Set for Aug. 31

The 1948 football season will be heralded on Tuesday, August 31, when the San Francisco and Berkeley Junior Chambers of Commerce will hold a kick-off luncheon honoring coaches of college teams in the Bay Area.

● Seating space for the luncheon, which will be held in the Marine Memorial Building, 609 Sutter Street, is limited, according to San Francisco Junior Chamber President William E. Gallagher. He urged that reservations be made early.

Tickets are \$1.85 each and can be obtained from the Junior Chamber office, 333 Pine Street, EXbrook 2-4511.



# Bay Region Business

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## New Increase in Rail Freight Rates Called 'Prejudicial'

Suspension of a portion of the latest general rate increase tariff adopted by western railroads was urged today by the San Francisco Chamber of Commerce.

● This tariff makes traffic between California and Western Trunk Line Zone One border points, such as Sioux City, Sioux Falls, Minneapolis, St. Paul and Duluth, subject to a 22½ per cent increase, while traffic between those points and the Pacific Northwest is subject to only 20 per cent.

In a petition filed with the Interstate Commerce Commission, Walter A. Rohde, manager of the Chamber's Transportation Department, pointed out that California ports and shippers are in keen competition with those in Oregon and Washington.

"The tariff not only destroys long maintained rate parities," Rohde declared, "but will also subject California ports and shippers to unreasonable prejudice and disadvantage."

This marks a new effort by the railroads to obtain a greater percentage increase on traffic between California and Western Trunk Line Zone One border points on the grounds that normal routes pass through territory taking a higher percentage increase. An attempt to obtain a 25 per cent increase on such traffic was protested by the Chamber two months ago, resulting in suspension of the increase by the ICC and later withdrawal by the railroads.

## Ballot Study . . .

A pre-election study of the pros and cons of all state and local November ballot propositions is now underway by the League of Women Voters, San Francisco Center, according to an announcement by Mrs. Allan E. Charles, president.

● Results of the study, which is undertaken every year by the group, will be made available to the public through open meetings, League publications and the newspapers.

## Community Chest in Action



San Francisco businessmen investigate and see for themselves how the Telegraph Hill Neighborhood House cares for its children. Miss Marilyn Dineen, volunteer driver for the Community Chest; Virgil Reames, Comptroller of the San Francisco Chamber of Commerce; Clyde King, public relations and industrial manager of Fibreboard Products; and Gerard E. Balsley, personnel manager of Schenley Distillers, watch Ann Robinson and Danny Seigel as they play at the nursery school. The center is one of the 70 San Francisco Community Chest member agencies.

## Chamber Members Invited to Standard Hour . . .

Sunday, September 12, will be "San Francisco Chamber of Commerce Night" at the Standard Symphony.

● A few tickets are still available for Chamber members who wish tickets for themselves and their families. They can be obtained by calling the Chamber, EXbrook 2-4511, Ext. 43, or coming into the offices at 333 Pine Street.

Artists on the Standard Hour will include Paulena Carter, 18 year old

pianist, who will play, among other selections, her own composition, "California Centennial Fantasy"; Dorothy Warenskjold, soprano from Piedmont; and Tenor Gilbert Russell. Miss Warenskjold and Mr. Russell will sing selections from light opera and semi-classical music.

The Standard Symphony will be directed by Meredith Willson, noted Hollywood conductor and composer.

# General Business Activity

**Thumb Nail Sketch:** by the Research Department

## ● TREND

The trend of general business activity in San Francisco continued upward during July, reversing the usual seasonal trend. Our Index set a new July high of 236.3 (1935-39=100) and was 10.7% above last July.

July bank debits of \$2,402,640,000 were nearly 400 million dollars above last July. Retail department store sales rose 8% above last July and were nearly two and one-third times the pre-war level. July Stock Exchange transactions of 1,043,514 shares were 7.6% above a year ago. Liabilities and commercial failures in July were more than one-third less than a year ago. July building permits of \$5,116,101 were 18.8% above last July. Residential permits provided for 284 new dwelling units or 11% more than last July. New non-residential permits of \$1,561,449 were off 14.7% but additions, alterations and repairs rose 85% to \$1,172,709. Payrolls of production workers in manufacturing industries were up 8% in July over the corresponding month a year ago.

## ● EMPLOYMENT

Employment in the San Francisco Bay labor market has been climbing steadily since May. According to the State Department of Employment, the total employed rose from 879,400 in May to 885,500 in June and 894,400 in July. At the end of July San Francisco Bay Area unemployment claims had dropped 11% from a month ago and 18% from May. Withdrawal of students from the labor market at the end of summer, and an increase in employment in the food processing establishments will carry the downward trend of unemployment probably through September.

There are many occupations with demands heavier than the qualified number of workers, according to the State Employment Department. This is particularly true in the skilled construction crafts, machine shop and air transportation maintenance fields, as well as concerning capable typists and stenographers, but the market is unable to absorb readily the volume of unskilled and inexperienced job seekers, which is also true for clerical and stenographic help who cannot meet employers' specifications.

## ● TRADE

July department store sales in San Francisco were up 8%, with the 7 months cumulative period up 5%. Sales in the Metropolitan Area were up 9% and 7% respectively; in Northern California 10% and 8%; Southern California 6% and 3%; California July sales were

up 7% and sales for the cumulative period 5%; with the Twelfth Federal Reserve District up 8% and 5% respectively.

Independent retail store sales for the first 6 months, according to the Bureau of the Census latest reports, were up 3%. By groups, food sales were off 3%; meat markets sales 10%; liquor stores 19%; drug stores 11%; cigar stores 11%; eating and drinking places 6%; and apparel off 2%, on the other side of the ledger general merchandise sales were up 3%; furniture 11%; lumber, building and hardware 22%; and automotive sales 16%.

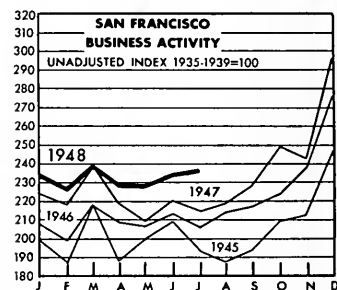
Pacific Coast Wholesalers' sales for the first 6 months were up 8% in relation to last year, compared to 9% in the nation, according to the latest U. S. Census reports; electrical group (full line) rose 21%; furniture and household furnishings 13%; appliances and specialties 7%; hardware 4%; jewelry 10%; lumber and building materials 35%; plumbing and heating supplies 11%; beer 12%; drugs and sundries 3%; dry goods 15%; fresh fruit and vegetables 4%; groceries (full line) 3%; and tobacco up 1%. Lines reporting losses during the first 6 months compared to the same period last year included automotive supplies off 12%; industrial supplies 4%; machinery equipment supplies 12%; clothing and furnishings 26%; and leather and shoe findings off 14%.

## ● MANUFACTURING

Manufacturing industries in the San Francisco Bay Industrial Area in July employed 118,600 production workers compared to 113,400 in June and 122,900 in July last year, according to the State Department of Industrial Relations. The non-durable groups accounted for 62,900, an increase of 4,400 over June; and the durable group for 55,700, an increase of 800 over June.

Although July employment was off 3.7% compared to last July, the payrolls were up 8%, carrying the 7 months average 2.6% above the same period last year. Average weekly earnings in the manufacturing industries in July amounted to \$61.90 compared to \$61.10 in June and \$58.11 last July. Average hourly earnings amounted to \$1.602 compared to \$1.589 in June and \$1.485 last July. Average hours worked per week were 38.6 in July compared to 38.5 in June and 39.1 last July.

Bay Region new industries and expansions reported for the first 7 months of 1948 by the Chamber's Industrial Department amounted to 258 establish-



ments with outlays of \$63,437,100, of which 138 were new establishments with investments of \$13,947,400 and 120 were expansions with investments of \$49,489,700.

## ● TRANSPORTATION

There were 327 ship arrivals in July, an increase of 7.6% over last year, which carried the 7 months total to 2,257 or 3.5% above the same period last year. Departures numbered 331, up 10.3% over last July with the 7 months total 2,271 or 0.6% above a year ago.

According to the latest report available for the San Francisco-Oakland Customs District, value of exports amounted to \$34,000,000 in May compared to \$27,700,000 a year ago, an increase of 22.7%. The 5 months cumulative which amounted to \$138,900,000 was off 15.2% compared to a year ago. Value of imports during May amounted to \$16,700,000, up 77.6% over a year ago. The 5 months cumulative amounting to \$98,600,000 was 25.4% above the same period last year.

San Francisco freight car movements during July amounting to 18,401 were 13.1% below a year ago and the 7 months cumulative of 127,911 dropped 20%. Bay Bridge vehicle crossings in July amounting to 2,233,541 rose 1.8% above last July and the 7 months cumulative of 14,987,247 was 1% above the same period last year. Golden Gate Bridge vehicle crossings in July of 840,377 were up 6.5%, and the 7 months cumulative of 4,747,866 was up 6.2%.

Total livestock slaughter was off 16.4% for July but was up 0.1% for the 7 months period. Fresh fruit and vegetable carlot and equivalent receipts in San Francisco rose to 2,418 or 9.4% above a year ago with the 7 months cumulative 181.1% under a year ago.

## ● LIVING COSTS

Living costs in San Francisco, according to the latest reports for June were 9.4% above June a year ago, with the U. S. Department of Labor Index at 174.2 compared to 119.3 in June last year.

# Survey of Business Conditions in San Francisco

## July, 1948

BRANCH OF ACTIVITY	JULY 1948	JULY 1947	PER CENT CHANGE	7 MONTHS 1948	7 MONTHS 1947	PER CENT CHANGE
<b>GENERAL BUSINESS ACTIVITY</b> S. F. C. & C. Inc. 1935-39 Avg. = 100.....	236.3	231.5	10.7	232.1	220.4	5.3
<b>CONSTRUCTION PERMITS</b>						
Total.....(number)	803	720	11.5	5,504	4,708	16.9
.....(value)	5,116,101	4,307,794	18.8	35,654,044	24,532,151	45.2
Residential, New.....(number)	217	206	5.3	1,402	1,402	25.7
.....(value)	2,381,943	1,842,638	29.3	18,555,488	12,164,071	52.5
Dwelling Units.....(number)	284	256	10.9	2,189	1,657	32.1
Single Family Dwellings, New.....(number)	168	180	-6.7	1,473	1,444	18.4
.....(value)	1,499,743	1,400,638	7.0	13,244,148	9,525,571	39.0
Non-Residential, New.....(number)	16	27	-37.0	153	125	5.5
.....(value)	1,561,449	1,831,500	-14.7	10,534,194	5,220,022	101.8
Additions, Alterations and Repairs.....(number)	570	487	17.0	3,388	3,161	13.5
.....(value)	1,172,709	633,656	85.0	6,564,362	7,468,058	-8.4
<b>REAL ESTATE</b>						
Sales.....(number)	1,352	1,624	-16.7	9,877	11,024	-10.4
.....(value)	18,311,213	19,887,534	-7.9	119,737,648	133,545,657	-10.3
Mortgages and Deeds of Trust.....(number)	1,525	1,640	-7.0	10,592	11,352	-67.0
.....(amount)	11,907,149	15,406,266	-22.7	91,342,603	104,194,476	-12.3
<b>RETAIL DEPARTMENT STORE SALES</b> San Francisco.....(index)	230	216	6.5	236	228	3.5
<b>FINANCE</b>						
Bank Debits.....(\$000)	2,403,640	2,036,403	18.0	15,851,282	14,260,176	11.2
Bank Clearings.....(\$000)	1,766,535	1,596,816	10.6	11,978,582	10,977,812	9.1
Postal Receipts.....(\$)	1,596,455	1,802,593	-11.4	10,713,404	12,048,674	-11.1
San Francisco Stock Exchange.....(no. shares traded)	1,043,514	969,867	7.6	8,080,216	6,621,798	22.0
.....(market value)	14,898,719	14,739,717	1.1	119,878,152	95,052,234	26.1
<b>COMMERCIAL FAILURES</b>						
Liabilities.....(\$)	410,554	655,264	-37.3	1,489,876	1,136,716	31.1
Assets.....(\$)	359,694	332,112	8.3	967,847	561,487	72.4
<b>EMPLOYMENT &amp; PAYROLLS—Bay Area (5 Co's.) (a)</b>						
Employment.....(index)	141.4	146.8	-3.7	135.4	143.8	-5.8
Payrolls.....(index)	285.0	273.2	8.0	266.2	239.5	2.6
<b>NON-MFG. INDUSTRIES—(5 Co's.) (a)</b>						
Laundrying, Cleaning, Dyeing.....(payroll)	(d)	170.4	—	(d)	169.5	—
Wholesale Trade.....(payroll)	(d)	203.4	—	(d)	202.2	—
Retail Trade.....(payroll)	(d)	200.3	—	(d)	197.3	—
Hotels.....(payroll)	(d)	244.2	—	(d)	242.7	—
<b>PLACEMENTS IN SAN FRANCISCO—C.S.E.S.</b>						
Industrial Placements.....(total)	3,337	3,584	-7.2	213.9	24,056	-11.4
.....(number)	2,462	2,854	-13.7	15,002	17,588	-14.7
Commercial Placements.....(number)	875	740	18.2	6,317	6,468	-2.3
<b>TRANSPORTATION</b>						
Freight Car Movements.....(number)	18,401	21,167	-13.1	127,911	160,002	-20.1
San Francisco Airport Traffic.....(no. planes)	(d)	6,043	—	(d)	35,305	—
Bay Bridge Vehicle Crossings.....(no. passengers)	(d)	88,844	—	(d)	505,898	—
Express Shipments—Rail.....(number)	190,138	261,076	-27.2	1,601,012	1,961,875	-18.4
Air.....(number)	17,519	19,784	-11.5	131,332	129,151	1.7
Air Mail Loaded.....(pounds)	(d)	468,799	—	(d)	3,423,118	—
<b>WORLD TRADE</b>						
Vessel Arrivals with Cargo.....(number)	327	304	7.6	2,257	2,180	3.5
.....(net registered tons)	1,551,282	1,425,155	8.9	10,682,779	9,971,220	7.1
Vessel Departures with Cargo.....(number)	331	300	10.3	2,271	2,258	0.6
Exports.....(net registered tons)	1,616,339	1,373,921	18.8	10,805,046	10,098,978	7.0
Imports.....(Value millions of dollars)	16.7(e)	9.4(f)	77.6	138.9(g)	163.8(g)	-15.2
<b>UTILITIES</b>						
Electric Energy Sales Index.....(k.w.hrs.)	178	179	-0.6	192	185	-2.0
Industrial and Commercial Gas Sales.....(cu. ft.)	1,102,567,500	1,084,725,600	1.6	8,971,471,700	7,937,245,700	12.0
Water Consumers.....(net gain)	229	242	-5.4	1,753	1,916	-8.5
<b>NEW DEVELOPMENTS</b>						
Tourist and Settler Inquiries.....(number)	541	670	-19.3	4,133	4,019	3.3
Bay Bridge Vehicle Crossings.....(number)	2,233,541	2,194,758	1.8	14,987,247	14,845,063	1.0
Golden Gate Bridge Vehicle Crossings.....(number)	840,377	789,161	6.5	4,747,866	4,468,977	6.2
<b>DAIRY RECEIPTS, FRUITS &amp; VEGETABLES</b>						
Butter.....(pounds)	3,330,890	3,072,621	8.4	16,768,736	18,932,447	-11.4
Cheese.....(pounds)	1,822,746	1,376,405	15.49	10,399,449	10,577,016	0.2
Eggs.....(cases)	76,861	102,376	-24.9	660,637	743,789	-11.2
Poultry, Dressed.....(pounds)	917,839	1,364,554	-32.7	7,698,598	10,444,893	-26.3
Fruits and Vegetables.....(carlots)	2,438	2,247	9.4	10,563	12,892	-18.1
<b>LIVESTOCK SLAUGHTER (b)</b>						
Cattle.....(total number)	163,194	197,564	-16.4	1,243,984	1,237,443	0.5
.....(number)	36,092	47,835	-24.6	270,895	290,060	-6.4
Calves.....(number)	12,219	16,421	-25.6	95,894	92,005	4.2
Sheep and Lambs.....(number)	82,566	93,996	-12.2	584,232	520,468	12.3
Hogs.....(number)	34,317	39,302	-12.7	292,948	334,910	-12.5
<b>S. F. LIVING COSTS 1935-39 Avg. = 100</b>						
Food.....(index)	221.6(f)	196.9(j)	12.5	217.5(k)	200.3(l)	8.6
Apparel.....(index)	190.8(i)	176.6(j)	7.9	188.0(k)	175.0(l)	7.4
Rent.....(index)	114.5(i)	108.6(j)	5.4	113.6(k)	108.3(l)	4.9
Fuel.....(index)	83.1(i)	83.1(j)	0.0	83.1(k)	82.7(l)	0.1
Gas and Electricity.....(index)	72.7(i)	72.7(j)	0.0	72.7(k)	72.7(l)	0.0
Other Fuel and Ice.....(index)	126.9(i)	116.4(j)	9.0	121.8(k)	116.3(l)	4.6
House Furnishing Goods.....(index)	161.4(i)	155.1(j)	4.1	161.9(k)	152.0(l)	6.5
Miscellaneous.....(index)	138.7(i)	148.1(j)	7.2	136.0(k)	147.3(l)	-5.8
All Items.....(index)	174.2(i)	159.3(j)	9.4	171.5(k)	160.0(l)	7.2

\*One company accounted for \$375,814 in liabilities and \$352,941 in assets

(a) These data are based on reports submitted to the Division of Labor Statistics and Research, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) Not available for survey.

(e) May 1948 latest available.

(f) June 1947.

(g) First 5 months 1948.

(h) First 5 months 1947.

(i) June 1948 latest.

(j) June 1947.

(k) 6 months 1948.

(l) 6 months 1947.

Acknowledgement is hereby made to Thomas Magee &amp; Sons, Dun &amp; Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

## S. F. Tourists to Get Traffic Hints In Safety Drive

Beginning this week out-of-state motorists will get fair warning of some of San Francisco's local traffic ordinances, it was announced today by the San Francisco Chamber of Commerce.

● **The Chamber** has prepared 10,000 leaflets (a copy of which is reproduced in the next column) telling motorists about three San Francisco problems: Cramping wheels to the curb when parking on hills; driving in the proper direction on one-way streets; and no parking or stopping on certain streets during certain hours.

The leaflets will be distributed by service station attendants to all out-of-state cars coming into the city. All major oil companies operating in San Francisco are cooperating in the drive.

"The Chamber has received many complaints from out-of-state drivers who have received traffic tickets because they were unaware of local ordinances. We feel it is sound community public relations to acquaint the incoming out-of-state motorist with some of our laws," Henry E. North, chairman of the Traffic and Highway Committee of the Chamber, said.

● **North** emphasized that the leaflet distribution was to continue throughout the year, and would be expanded to cover all other agencies wishing to join the program.

"We consider our initial distribution of 10,000 as a test case. In a few weeks we'll meet with oil company representatives and get a report on the acceptance of the idea by the public. Then we'll know how many more leaflets should be ordered and what changes or increases should be made in distribution," he said.

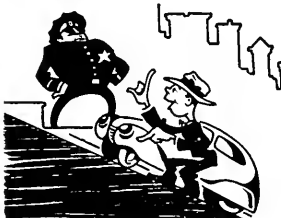
North also pointed out that although the leaflets were primarily designed for out-of-state drivers, a certain percentage of them would be distributed locally as a reminder to San Francisco drivers.

Oil companies distributing the leaflets are: Standard Oil Company of California, Union Oil Company of California, Shell Oil Company, Incorporated, Tide Water Associated Oil Company, The Texas Company, Hancock Oil Company of California, General Petroleum Corporation.

The leaflet distribution is the first step in a recently announced program of public traffic and highway education sponsored by the Chamber.

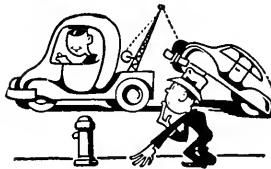
## Welcome to San Francisco!

We want you to enjoy your stay in our city . . . so we're passing along these helpful hints . . .



### San Francisco Has Some Famous Hills!

But last year, 25 people (some of them boys and girls) were injured by run-away automobiles . . . So if you're parking on a hill . . . even a slight grade, cramp your wheels to the curb, put on your hand brake and keep the car in gear. That's the law and you can see how important it is.



### This Is Seeing the City the Hard Way!

Watch for the signs that say "no stopping or parking" during certain hours. We're trying to keep our streets clear during rush periods so that you may drive freely through the city and the police department sometimes has to use tow cars to do the job.



### No, No, You're Going the Wrong Way!

This will really confuse you if you don't watch for the "one way" street signs. This is another step by our police department to keep traffic moving. It works fine as long as you watch for the signs . . . Try it and see . . .

We hope you'll like our city and will visit us often . . . Have a good time and come again soon.

SAN FRANCISCO



CHAMBER OF COMMERCE  
333 Pine Street

Reproduced above is a copy of the traffic safety leaflet prepared by the San Francisco Chamber of Commerce and distributed by major oil companies in San Francisco for the benefit of tourists unacquainted with San Francisco traffic laws. Approximately 10,000 of these leaflets are being distributed through service stations.





# Bay Region Business

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Volume 5

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Number 37

## Reports

From The Chamber's

## WASHINGTON OFFICE

by

Alexander von Hafften, Manager

### ● IRON AND STEEL SCRAP

Executives of all trade associations representing industries either using iron or steel in their line of production or using machinery and equipment made of iron and steel are attending a scrap drive meeting today, September 9, in Washington.

The purpose of the meeting is to institute a national industrial scrap drive to aid in alleviating the critical shortage of iron and steel scrap.

During 1947 the United States consumed approximately two million tons more of purchased scrap than in any previous year. If more scrap had been available steel mills could have produced an additional three million tons of steel ingots and the foundries could have produced an undetermined tonnage of castings. The average monthly consumption of scrap to date this year indicates that the rate of 1948 consumption will be more than two million tons in excess of the record-breaking 1947 tonnage.

It is hoped that the Industrial Scrap drive, to be conducted by the Office of Industry Cooperation in conjunction with the Interdepartmental Ferrous Scrap Committee, will bridge the gap until German and other foreign scrap starts to flow to this country in substantial tonnages.

The Secretary of Commerce has emphasized that only industry, auto wreckers and farms would be asked to participate in the scrap drive and that the general public would not be asked to contribute metal household articles.

### ● ECA

Recently it was learned that after November 30th participating nations under the Marshall Plan will buy their grain directly from private United States suppliers.

The Department of Agriculture has conducted all such purchasing since the establishment of ECA last April and they will continue to buy grains for Austria, Greece, China, Trieste and the United States-British occupation zone of Germany after November 30th.

(Continued on page 4, column 2)

## American Mining Congress to Open Here September 20-25

A wide range of fundamental problems of the metal and non-metallic mining industries will be discussed at the 1948 Metal Mining Convention and Exposition of the American Mining Congress, according to an announcement by E. S. McGlone, national chairman of the Program Committee.

### Amendment to State Full Crew Law Sought Here

Amendment of Section 6902 of the California Full Crew Law pertaining to excess railroad brakemen was urged today by the Board of Directors of the San Francisco Chamber of Commerce.

● This amendment, which will appear on the November ballot as Proposition #3, would amend the section of the Full Crew Law pertaining to excess brakemen required for trains exceeding 50 cars in length and operating over grades exceeding one-half of one per cent.

Claude E. Peterson, chairman of the Chamber's Carriers Traffic Committee, pointed out that only California has such a law.

"With the great improvements in rolling stock and safety devices since the law was enacted in 1911, the railroads feel that no more than two brakemen are necessary on any freight train, but they are willing to leave the determination of the number to the Public Utilities Commission of California, as the amendment provides," he said. "While the Commission had temporary authority, freight train accidents in California decreased 10 per cent in spite of abnormally heavy traffic."

The railroads maintain that the excess brakemen practice is costing them many millions of dollars annually, which are reflected in increased rates to the shipping public, according to Peterson.

Chamber action on this measure is a continuation of its policy in connection with similar bills which have been introduced in the State Legislature.

● The exposition and conference will be held in San Francisco's Civic Auditorium, September 20-25.

The Convention spotlight will focus on such topics as the effect of national preparedness and foreign aid on mining; the future of gold, silver and other metals; industrial relations and manpower problems; premium prices, subsidies, marginal deposits, stockpiles, exploration and development incentives; public lands, reciprocal trade pacts; and federal taxation and legislation affecting the industry.

Machines, equipment, maintenance and replacement items and all types of operating supplies and materials used in modern mining and milling operations will be on exhibit.

San Franciscans prominent in the mining field who are participating in the program and serving on various committees of the Conference include: Worthen Bradley, president, Bradley Mining Company; Samuel H. Williston, vice president, Cordero Mining Company; P. R. Bradley, Jr., president, Pacific Mining Company; H. A. Savin, Yuba Consolidated Gold Fields; Olaj Jenkins, head of the California State Division of Mines; Jack How, Western Machinery Corporation; Albert F. Knorp, western representative, American Mining Congress; and Gordon I. Gould, W. H. Gould & Company. These men are also members of the Mining Section of the San Francisco Chamber of Commerce Industrial Development Committee.

## July Industrial Expansion . . .

—By the Chamber's Industrial Department

New and expanded industrial ventures in the Bay Area and Northern California during July accounted for 56 projects with an estimated expenditure of \$21,884,700, according to a report released today by the San Francisco Chamber of Commerce Industrial Department.

● Of these, 31 are new ventures representing \$1,139,000 in investments, and 25 are expanded plants which add \$20,745,700.

Bay Region (12 counties) accounted for 30 new ventures with an estimated cost of \$989,000 and 23 plant expansions to cost \$20,709,700.

San Francisco City and County developments were 8 new projects at an estimated investment of \$121,000, with 89 new jobs created and 7 expansions to cost approximately \$1,324,000 with a job increase of 43.

The first 7 months of 1948 show industrial development tabulations as follows:

● **SAN FRANCISCO**

47 expansions	\$ 5,943,200	551 jobs
37 new plants	1,149,500	340 jobs
84 projects	\$ 7,092,700	891 jobs

● **BAY REGION (12 counties)**

120 expansions	\$489,400
138 new plants	13,947,400
258 projects	\$63,437,100

● **NORTHERN CALIFORNIA**

137 expansions	\$75,962,700
157 new plants	17,947,400
294 projects	\$73,910,100

Among the new developments for July are:

● **Union Oil Company at Oleum.** The expansion and modernization of their packing and compounding plant is well under way at an estimated cost of \$100,000.

● **The San Francisco Bridge Company** is moving to its new 38½ acre site in South San Francisco. This will be an expansion of their operations and the estimated cost of the move is \$610,000.

● **The Inland Aggregates Company of Niles** furnishes a new plant to the Bay Area with an investment of approximately \$200,000.

● **The Buon Gusto Sausage Factory** at 535 Green Street is a new project for San Francisco. This plant will represent \$150,000 in investment and will create 18 new jobs.

● **The Liberty Radiator Core Manufacturing Company** of San Francisco is expanding its operations by the erection of an additional building. This, plus equipment, will represent an investment of \$30,000 and will furnish 10 new jobs.

● **The California Wafer Company**, a new industry in San Francisco, will represent \$75,000 in investment and will provide about 65 new jobs in the City.

## Help of Police, Traffic Courts Asked in Traffic Safety Drive

Cooperation of the Police Commission, traffic courts and civic clubs will be enlisted in an intensive campaign of traffic law enforcement and public education, it was announced this week by the San Francisco Cham-

ber of Commerce.

● This program was revealed following establishment of a permanent Committee on Traffic Safety, composed of representatives of all civic agencies concerned with traffic education and law enforcement.

Meeting last week, the group elected E. L. Turkington, former Police Commissioner and past chairman of the Chamber's Traffic and Highway Committee, as chairman; Henry E. North, present chairman of the Traffic and Highway Committee, as vice-chairman; and Harold B. Mills, the Chamber's Public Affairs manager, as secretary.

North, who presided at the meeting, pointed out that all media will be used to focus public attention on the need for proper use of streets and highways.

● "We intend to ask the suggestions and cooperation of newspaper editors and radio station executives," he said, "and to spread the message of traffic safety to the city's various civic clubs through speakers."

North added that the campaign will also be dramatized through use of exhibits of automobile smash-ups at strategic centers in the city.

To secure more stringent law enforcement, he said, committee members will attend traffic court sessions to see that enforcement of traffic laws is actually carried out.

"If this program is successful locally, we shall ask organizations in other Bay Area communities to participate, in the effort to spread the campaign throughout this area," North said.

## Private Fliers Asked to Join Redwood Air Tour

An air tour of the entire Redwood Empire has been slated for September 10, 11 and 12, it was announced here by Art Schilder, president of the Association's Aviation Unit.

● The tour will be limited to the first 50 plane owners who register for the flight. Participants will meet at the Napa County Airport and will follow a tentative schedule that includes overnight stops at Eureka, Humboldt County, and Grants Pass, Josephine County, Oregon. They will be supplied with folders and flight charts indicating locations of all airports in the nine Redwood Empire counties.

Fliers interested in joining the air tour may secure information from the Redwood Empire Association, 85 Post Street, San Francisco 4, California.

## Centralization of Alaska Activities In S. F. Started

Indications that San Francisco will play an important role in development of Alaska were seen in two announcements received this week by the San Francisco Chamber of Commerce.

● Plans for establishment in San Francisco of the headquarters of the Alaskan Section of the U. S. Department of Interior's Geological Survey were revealed by Robert E. Fellows, Acting Chief of the Alaskan Section, in a letter to Carroll Snyder, manager of the Chamber's Domestic Trade Department.

At the same time, the Chamber revealed the visit in San Francisco of Kenneth J. Kadow, director of the Interior Department's newly-established Alaska Field Staff, which will be located in Juneau, Alaska.

San Francisco headquarters of the Geological Survey's Alaskan Section will open in October, under the direction of George O. Gates, according to Fellows. In addition to this office, field offices are already in operation at Fairbanks and Juneau, Alaska. At present, the agency's work comprises investigations of mineral and fuel deposits in the Territory and the preparation of reports and maps for public distribution.

● In announcing the program, Fellows said, "The rapid growth of the Alaskan activities of the Geological Survey has necessitated several major adjustments to offer the most effective fulfillment of the Survey's responsibilities in the Territory. This move is the first step."

Fellows said that only a few of the technical staff will be transferred to San Francisco this fall, but the major portion of the technical staff (about 30 to 40 persons) will be operating out of San Francisco within two years.

Purpose of Kadow's visit to San Francisco was to confer with Chamber officials, banking representatives, wholesalers and retailers on potentialities for the investment of venture capital in Alaska. He was in San Francisco September 7 and 8. Arrangements for Kadow to meet such groups locally were handled by the Chamber.

As director of the Alaska Field Staff, Kadow will supervise the execution of the Interior Department's varied Alaska programs and will act as the Department's representative in dealing with other Federal agencies, the territorial government and public and private groups on matters of common interest; study the Department's operations in Alaska and provide a channel for the exchange of information; initiate and secure agreements necessary to the execution of its programs; and report to the Secretary of the Interior on matters requiring Department action.

## Bakersfield and San Francisco Groups To have Trade Talks

The story of Bakersfield's agricultural and business conditions will be brought to San Francisco when a delegation of 50 businessmen and city and county government officials visits this city Tuesday, September 14.

• The visit will be part of a two-day trade tour by air of San Francisco, Portland, Boise, Salt Lake City and Los Angeles, sponsored by the Bakersfield Chamber.

Gifts of produce from Kern County will be presented to officials of the cities where stops will be made.

In San Francisco, the group will be met at the airport by a motor caravan of members of the Chamber's Domestic Trade Committee, which will also hold a luncheon in honor of the delegation.

## Retail Advertising Course Offered for First Time

A new course in Retail Advertising and Sales Promotion will be offered at Golden Gate College School of Advertising beginning Tuesday, September 21, it was announced here by Nagel T. Miner, director.

• Developed in cooperation with the advertising, merchandising and general managers of leading retail stores in San Francisco, the course will include: budgeting and control, selection of media, copy-writing, layout and art, production, newspapers, direct mail, radio, store display, publicity and public relations, research and evaluation.

The course, which will be presented by 18 leading specialists in retail advertising and selling, will include a talk by G. L. Fox, general manager of the San Francisco Chamber of Commerce, on "The Place of Retail Advertising and Sales Promotion in American Business."

Fee for the course of 18 sessions is \$25.00. Registration should be made at either of the College offices—200 Golden Gate Avenue or 537 Market Street.

## A San Francisco Gift



Mel Stern, owner of Lenora Dress Company of Apparel City, and Mrs. Uarda Ford, Lenora designer, watch Mary Woolton, "Miss New Zealand," model evening dress presented to her by the dress company. Miss Woolton, who is a producer and commentator of women's radio programs in New Zealand, visited in San Francisco during a world tour sponsored by "Food for Britain."

## S. F. Firm Finances Plant in Holland . . .

Construction of a steel container manufacturing plant is now under way in Holland, financed by a San Francisco firm.

• This was revealed recently with announcement by Rheem Manufacturing Company that production would start soon at Rheem-Evenblij at Zaandam, near Amsterdam.

The San Francisco firm undertook to finance the Dutch company when plans

for its expansion were crippled by the dollar shortage.

The factory's output of heavy and light steel containers will go to oil, chemical, fat and fruit industries.

Much of the firm's equipment is being manufactured in Rheem's engineering plant in Stockton, California. As general manager of the foreign department of Rheem's Los Angeles plant, A. Lightfoot Walker will be on the board of the new company in Holland.

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

**D-6914**—MAHR MANUFACTURING CO., Division of Diamond Iron Works, Inc., Minneapolis 11, Minn., wishes to contact local manufacturer's representative to handle their line of industrial heating equipment including burners, blowers, furnaces, rivet heaters, torches, etc. Experience in industrial heating preferred.

**D-7009**—TURTLE HOSIERY CO., 1133 Broadway, New York 10, New York mill agents looking for representation in San Francisco area for a line of infants', children's, men's fancy and work hosiery.

**D-7012**—MARIANNE CHOCOLATE CO., 4959 N. Williams Avenue, Portland 11, Oregon, wish to contact a sales representative in California to sell their fancy boxed chocolates and confections.

**D-7013**—THE LANGLOW CORPORATION, 190 Perrin St., Rochester, New York, desire to contact a local sales agent now calling on mill supply jobbers, wholesalers and/or manufacturers to handle their spring type clamp suitable for machinists, welders, carpenters, woodworkers, etc.

**D-7014**—TESTA MANUFACTURING COMPANY of 418 South Pecan St., Los Angeles 33, Calif., interested in contacting a sales representative in San Francisco to handle their student, scientific, hobbyist, etc., microscopes, calling on camera, optical, scientific supply stores.

**D-7015**—L. STENDLER & ASSOCIATES, 2 East 46th St., New York City 17, N. Y., newly established manufacturer's agents with experience in distribution, buying, jobbing, etc., offer coverage of Metropolitan New York area and New England States to local manufacturers of technical, mechanical, electrical, package goods of all kinds, department store merchandise, etc.

**D-7016**—ROBBINS METALS, N. 2105 Airport St., Spokane, Washington, seeking a distributor in San Francisco for their aluminum building materials, including: bungalow siding, roofing, door and window frames, corrugated stock, etc.

**D-7017**—EASTMAN KODAK CO., 100 Cambridge St., New York, seeking a part time representative in San Francisco to handle their "baby bath," calling in furniture, juvenile and department stores.

**D-7018**—EASTMAN KODAK CO., 100 Cambridge St., New York 12, N. Y., multi-chemical chemists, interested in appointing a distributor in San Francisco to handle their ampuls and vials.

**D-7019**—ROBERT L. CLARK COMPANY, 218 South Central, Medford, Oregon, offers sales distribution to local manufacturers throughout the area of Southern Oregon and Northern California.

**D-7020**—THE E. M. A. COMPANY, 800 Fairview Avenue, Menlo Park, California, manufacturer's representatives, now contacting housewares departments of department stores in Ohio and Western Pennsylvania, interested in contacting local manufacturers manufacturing items suitable for this type of department.

**D-7021**—MICHAEL'S OF CALIFORNIA, 249 East 23rd St., Los Angeles 11, California, seeking sales representative to handle their ladies leather handbags, calling on San Francisco and Bay Area department stores.

**D-7022**—B. HARRIS CO., 7472 Melrose Avenue, Los Angeles 46, California, manufacturers and distributors of perfumes, interested in contacting a sales representative in San Francisco calling on local stores.

**D-7023**—DAVID CLELAND, 202 First Street, Butler, Pennsylvania, well known painter of art size portraits in oil from photographs. Wishes to contact a local representative who would secure portrait paintings of this type on a commission basis.

**D-7024**—RESILIENTS & TOY COASTERS, 511 D Third Ave., Seattle 4, Washington, seeking a representative in San Francisco to handle their resilient seat cushions for motor trucks and other farm implements. Familiarity with farm implement and contact hardware dealers preferred.

**D-7025**—ICE COOLING APPLIANCE CORP., Morton, Illinois, manufacturers of ice refrigerators, wishes to contact a local jobber serving San Francisco and Bay Area.

**D-7026**—THE CLIMAX FLEXIBLE COUPLING CO., 883 East 140th St., Cleveland 10, Ohio, looking for a manufacturer's agent in San Francisco area experienced in power transmission equipment to handle their various types of couplings.

# Chamber Supports Firemen's Retirement Increased Benefits

Support for proposed charter amendments affecting firemen's retirement provisions came today from the Board of Directors of the San Francisco Chamber of Commerce.

## Industrial Packaging Engineers Form Association Here

A drive to increase the membership of the San Francisco chapter of the Industrial Packaging Engineers Association of America was announced this week by Acting Chairman A. Paige Maillard, president of the Crate-Rite Manufacturing Corporation of Oakland.

The IPEAA is a non-profit organization of firms and individuals especially interested in packaging and materials handling. The national organization was launched in Chicago in 1944, and chapters were formed in Los Angeles and in San Francisco last year.

In announcing the drive, Maillard said, "The tremendous strides in materials handling methods and the ever-increasing use of new packing and packaging materials and equipment made it imperative that West Coast industry keep abreast. A common pooling of the special knowledges of a group of experts is obviously a better solution of these problems than the trial and error method, especially in the face of rising costs."

For membership and other information on IPEAA activities, call or write Chapter Secretary R. M. Brachamonte, 64 South Park, San Francisco 7, YUkon 6-6246.

## Washington Notes . . .

This decision by the ECA Administrator is in accordance with the Congressional directive as established by the Congress during the last session in which the law provided that the Administrator of ECA use private trade channels in getting aid to foreign nations wherever possible.

The total amount that has been authorized to date under the foreign aid spending program is nearly 1½ billion dollars. The State Department has recently said that interim aid and the European recovery program has helped receiving nations more than had been expected.

Upon recommendation of its Fire Safety Committee, the Board approved all the amendments with the exception of the provision for continuance of 50 per cent of a fireman's pension to his widow in the event of his death.

The retirement provisions include:

- Compulsory retirement at the age of 65, instead of 70;
- Reduction of service retirement requirements from 33 1/3 years to 30 years;
- Increase in disability retirement provision from 50 to 75 per cent of monthly salary for last three years. After 10 years' service, 1½ per cent for each year of service based on three years immediately preceding retirement, with a guarantee of 33 1/3 per cent minimum allowance.
- Industrial disability cases must be passed by Industrial Accident Commission;
- Outside salary, plus pension, must not exceed amount earned at time of retirement;
- No restrictions on outside employment after age of 60 (present age is 62);
- Salvage Corps, Marine Crew and Hydrant-Gatemen should be included in the Fire Department and receive equal pension and retirement benefits; and
- Firemen should contribute 1/3 and the city 2/3.

The Board's action concurs with that taken by the San Francisco Municipal Conference.

## Second Annual S. F. Air Fair Set for Oct. 10

San Francisco's second annual Air Fair will be held Sunday, October 10, it was announced today by James Banghart, chairman of the Aviation Committee of the San Francisco Junior Chamber of Commerce, which sponsors the annual event.

All major airlines serving San Francisco will hold open house aboard the DC-6, Constellation, Convair and other planes. The airlines maintenance shops will also be open for public inspection.

Rush Clark, chairman of the Air Fair Committee, declared that the military services, which have also arranged for public inspection of their planes, would participate in mass formation flights during the day.



# Bay Region Business

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*Reports*  
*From The Chamber's*  
**WASHINGTON OFFICE**  
by  
**Alexander von Hafften, Manager**

## ● PORTOLA FESTIVAL

Today the Portola Festival Delegation of fifty San Franciscans, headed by Portola Festival President Cyril Magnin and Supervisor Marvin D. Lewis, arrived in Washington. They are giving a luncheon at the Sheraton Hotel for the District of Columbia Commissioners and forty prominent citizens and civic leaders of Washington.

The delegation has included Washington in its itinerary of nine United States cities where they are boosting the Portola Festival and Pageant which starts in San Francisco on October 2nd.

To stimulate the interest of the Washingtonians, a typical San Francisco meal will be served. The food arrived by air yesterday from California and is being prepared by one of San Francisco's leading chefs.

The Washington Office of the San Francisco Chamber of Commerce has been assisting the Portola Committee by seeking to enlist the active participation and cooperation of the Army, Navy and Air Forces at the Portola Celebration when it is held next month.

## ● THE HOOVER COMMISSION

In July, 1947, Congress unanimously voted to have a thorough survey made of the Federal Government. The purpose of this exhaustive study is to determine how the United States can achieve a more compact Government at a lower cost.

A Commission of twelve men headed by Herbert Hoover was appointed and this group has been working at this task for the past twelve months. The formal name of this group is the Commission on the Organization of the Executive Branch of the Government. However, it is better known as the Hoover Commission. When Mr. Hoover agreed to serve as Chairman, he stated that this would be his last public service.

During the past fifty years, every Congress has been concerned with the task of Government reorganization. This

(Continued on page 4, column 3)

## Chamber Delegation Honored By Sacramento Trade Club

Eighteen San Francisco businessmen visited Sacramento Wednesday, September 15, where they were guests at a Sacramento Trade Club dinner, it was announced today by W. P. Fuller Brawner, president of the

San Francisco Chamber of Commerce.

## Small Industries Group to Discuss First Year's Program

The first year's program of Small Industries of Northern California, Inc., will be outlined at a dinner meeting of the organization at 6:30 p.m., Thursday, September 16, at Pland's Broadway in Oakland, if the San Francisco Chamber of Commerce.

● Small Industries of Northern California, Inc., is a non-profit corporation recently organized in this region for the purpose of serving the needs of small job shops and manufacturers.

Its four-point program is:

To develop more sources of sub-contract work for job shops;

To develop more outlets for the manufactured products of member firms;

To obtain, through volume buying, more favorable prices on material and equipment;

To obtain more profitable operations through coordinated programs of procurement, manufacture and sales.

Speakers will include three members of the organization's Advisory Committee: Frank J. Hart, vice president of American Trust Bank; Richard Oddie, head of the Small Business Advisory Service of the Bank of America; and Louis B. Everett, vice president of the Anglo-California Bank.

## Mining Meeting Nears

The American Mining Congress will open its 1948 Metal Mining Convention Monday, September 20, in San Francisco's Civic Auditorium.

Highlight of the five-day conference will be an exhibit of machines, equipment, maintenance and replacement items and all types of operating supplies and materials used in modern mining and milling operations.

● The dinner was one in a series which the Club, which is affiliated with the Sacramento Chamber of Commerce, gives each month in honor of businessmen of one of Sacramento's neighboring communities. It was held in Governor's Hall, State Fair Grounds.

Brawner said: "The trip was an excellent opportunity for San Francisco to build fine relationships with Sacramento business."

The San Francisco delegation, which was headed by Brawner, included: R. J. Barbieri, vice president in charge of business expansion, Bank of America, N. T. & S. A.; Mario Armijo, cashier and office manager, Levi Strauss & Company; G. L. Fox, general manager, San Francisco Chamber of Commerce; Lloyd E. Graybiel, vice president, American Trust Company; Carroll Snyder, domestic trade manager, San Francisco Chamber; Ronald E. Kaehler, president, San Francisco Stock Exchange, and vice chairman of the Chamber's Domestic Trade Committee; A. Cameron Ball, vice president, Western Merchandise Mart; Frank Dana, vice president and supervisor of branches, Bank of America, N. T. & S. A.; Louis B. Everett, assistant vice president, Anglo California National Bank of San Francisco; R. G. Holabird, district manager, National Electric Products Corporation; T. J. Kehane, commercial vice president, Worthington Pump and Machinery Corporation; Ballard White, Industrial Department, San Francisco Chamber; Raymond S. McConnell, vice president, Retail Merchants Association, and partner, Robert S. Atkins; D. P. Street, managing director of the Association; Wm. A. Geary, chief wharfinger and superintendent, Foreign Trade Zone, Port of San Francisco.

## ICC Suspends Part of Recent Freight Rate Increase

Suspension of a portion of the latest general rate increase tariff adopted by western railroads was announced this week by Walter A. Rohde, manager of the Transportation Department of the San Francisco Chamber of Commerce.

● **Rohde** reported that the Interstate Commerce Commission had suspended the portion subjecting shipments between California and Western Trunk Line Zone One border points, such as Sioux Falls, Minneapolis, St. Paul and Duluth, to a 22½ per cent increase. Traffic between those points and the Pacific Northwest is subject to only a 20 per cent increase.

Suspension of this increase came after 15 petitions had been filed with the ICC by such organizations as the San Francisco Chamber and chambers of commerce in Minneapolis, St. Paul and Duluth.

Rohde pointed out that the tariff would not only have destroyed long maintained rate parities, but would also have subjected California ports and shippers to unreasonable prejudice and disadvantage.

## Panama Canal Toll Hike Postponed

The increase in Panama Canal tolls has been postponed by President Truman from October 1, 1948, to April 1, 1949, as requested by the steamship industry and other organizations.

● **The San Francisco Chamber of Commerce** has consistently urged that the tolls be reduced to properly reflect construction, maintenance and operating costs of the Canal applicable to commercial shipping, and that no increases in tolls should be made until Congress has made a thorough investigation.

W. P. Fuller Brawner, president of the Chamber, was among those who urged that the effective date of the President's proclamation be postponed until special investigation could be made.

## City Plans to Be Heard at Chamber-Merchants Dinner

Mayor Elmer E. Robinson will be the featured speaker at a community dinner Tuesday, September 28, it was announced today by W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce.

● **The dinner**, which is being sponsored by the Chamber and its Retail Merchants Association, will be held in the Italian Room, Hotel St. Francis.

## Bay Area Advertising Art to Be Displayed For First Time

The first annual exhibition of Bay Area and Northern California advertising art will be held October 15-November 8 at the San Francisco Museum of Art, it was announced recently by Louis Shawl, chairman of the exhibition committee.

● **The exhibit** is sponsored by the Artists' Group of the San Francisco Advertising Club.

A large number of Bay Area advertising artists, photographers, and advertising organizations have entered their art work in the exhibit in a bid for prize-winning awards, according to Shawl.

## Air Force Anniversary To Be Celebrated Here

Two events will commemorate the 41st anniversary of the United States Air Force this week, it was announced here by Thomas F. Stack, Commander of the California Wing of the Air Force Association.

● **On Friday, September 17**, the San Francisco Squadron of the AFA will sponsor a civic luncheon at the Whitcomb Hotel at which General Muir S. Fairchild, Vice-Chief of Staff of the U.S. Air Force, will speak. Tickets, which are \$2.50 each, can be obtained from the Squadron's headquarters, 554 Flood Building.

● **On Saturday, September 18**, the organization will stage its second annual ball at the Palace Hotel in celebration of Air Force Day. The program will be headed by Screen Stars Dan Dailey and Jeanne Crain, and Paul Speegle of the San Francisco Chronicle.

● **Reports on the progress of community plans** will be presented by J. Joseph Sullivan, president of the Board of Supervisors; Harry C. Vensano, director, Department of Public Works; J. Warnock Walsh, president, Police Commission; Philip F. Landis, president, Public Utilities Commission, and G. L. Fox, general manager of the Chamber. President Brawner will serve as chairman.

In attendance also will be leaders of all district merchants association and civic clubs; members of the Board of Directors of the San Francisco Chamber of Commerce; the president and members of the Board of Directors of the Retail Merchants Association; the president and directors of several city commissions and other prominent city officials.

"The plans and ideas expressed at this meeting will do much toward uniting our mutual civic interests," declared Brawner, "as well as offer an opportunity for all district groups to become better acquainted and to discuss their particular problems."

The district merchants program was launched by the Chamber in 1946 as a means of further strengthening relations between the Chamber and outlying districts of the city through a discussion of mutual problems and ways in which the Chamber could be of assistance to each district.

While available, dinner reservations can be made by telephoning EXbrook 2-4511, Extension 43, or by calling in person at the Chamber offices at 333 Pine Street.

## Gondola Cars Critical

The shortage of gondola cars is becoming more serious daily throughout the entire country, and particularly for steel loading in the eastern region, according to word received by the Chamber from the Association of American Railroads.

● **"The railroads are making every effort to speed up movement and handling of these cars while in their possession,"** declared Walter A. Rohde, manager of the Chamber's Transportation Department.

He urged shippers to do their utmost in prompt loading and unloading.

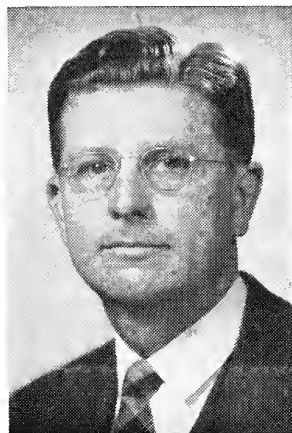
*A Report on the*

# European Situation

*will be given by*

**ROBERT R. GROS**

President, San Francisco Advertising Club



ROBERT R. GROS

*At a Luncheon*

*Thursday, September 30, 1948*

*San Francisco Commercial Club*

Sponsored by:

SAN FRANCISCO CHAMBER OF COMMERCE  
SAN FRANCISCO ADVERTISING CLUB  
SAN FRANCISCO COMMERCIAL CLUB

Mr. Gros has just returned from a six weeks' air tour of Europe, the Mediterranean and Near East as a guest and observer for the U. S. Navy. He will tell of his interviews with Nehru of India and other Far Eastern and European leaders.

## SAN FRANCISCO CHAMBER OF COMMERCE

333 Pine Street, San Francisco 4, California

Please reserve.....place(s) for me at \$2.00 each  
at luncheon featuring Robert R. Gros on Thursday, September 30,  
1948, in the San Francisco Commercial Club, at 12 noon.

(Kindly enclose self-addressed envelope for forwarding tickets.)  
(Telephone reservations accepted.)

Name.....

Firm.....

Address.....

CHECK  
ENCLOSED

\$.....

*Please*  
*Make Your*  
*Reservations*  
*EARLY!*

Price—\$2.00 per plate  
(tax included)

## BCPA Opens New Airline Offices Here

Official opening of the new airline office of British Commonwealth Pacific Airlines, Ltd., was announced this week by Dudley Marrows, B.C.P.A. representative in San Francisco.

● **In making the announcement**, Marrow said, "Opening of this office is further evidence of the growth and importance of air travel between the United States and Australia and New Zealand."

Popular features of B.C.P.A. service are the "Slumber-Seats" and stopovers at Honolulu and Fiji for sightseeing or business.

## Air Photography Contest Announced by Western

A photographic contest offering more than \$5,500 worth of prizes is being sponsored by Western Airlines, it was announced here today.

● **Purpose of the contest**, which runs from September 15 to December 1, is to improve the standard of scenic and air transport photography, airline officials said.

The contest, which is open to both professional and amateur photographers, will be conducted in two divisions: one of aerial scenic views taken from a Western Airlines plane; the other ground views of any phase of Western operations, both black and white and color.

Prizes will include all - expense vacation air trips on Western Air Lines, GE PR-1 exposure meters, radios, clothing and airline luggage. Forty prizes will be given in all.

Winning entries will be exhibited in a flying salon which will tour every major city along the Western Air Lines system in 11 western states and Canada.

### C. OF C. REPRESENTATIVE AT SUPERVISORS' MEETING

Attending the Board of Supervisors' meeting Monday, September 13, was:

William E. Gallagher, member, San Francisco Chamber Board.

## World Trade Index Revised; Importers, Exporters Lists Ready

Revision of the Chamber's World Trade Index has been completed and mailed to over 500 chambers of commerce abroad, American consular offices, and other appropriate organizations, it is announced by Alvin C. Eichholz, Chamber World Trade manager.

● **The Index** consists of 24 separate lists of San Francisco foreign trade firms. The 16 lists of exporters are organized on the basis of products shipped, while the eight lists of importers are arranged according to the area where goods are purchased.

Copies of the individual lists are available from the Chamber. Titles of the lists are as follows:

● **Exporters of**—Chemicals, Drugs and Toilettries; Electric and Electronic Products, Household and Industrial Appliances; Fats, Oils and Gums; Feedstuffs, Seeds and Greenhouse Stock; Foodstuffs and Beverages; Industrial and Building Materials, including Glass and Metal Products; Jewelry, Sporting Goods, Novelties, Plastics, Household Supplies and Gift Items; Leather, Furs and other Inedible Animal Products; Lumber, its Products and Furniture; Machinery, Vehicles and Accessories; Manufacturing Plants, Mills and Industrial Equipment; Paper and its Products, including Publications and Office Supplies and Accessories; Petroleum, its Products and other Minerals; Scientific and Professional Instruments, Apparatus and Supplies; Textiles, including Accessories; Tobacco, Rubber (except tires) and other Inedible Vegetable Products.

● **Importers from**—Africa, Arabia and Persia; Australia, New Zealand and the South Sea Islands; European Foodstuffs, Feedstuffs and Chemicals; European Textiles, Novelties, Metals, Machinery and Miscellaneous Products; Mexico, Central America, South America, the West Indies, Canada and Hawaii; Oriental Foodstuffs, Feedstuffs, Fertilizers, Chemicals and Raw Products; Oriental Lumber, Textiles, Skins, Rubber, Metals and Sporting Goods; Oriental Merchandise, including Art Goods, Novelties, Toys, Curios and Crockery.

## Selling Course Starts

The 20th consecutive class in "Selling Know How" begins this week under the direction of B. E. Jordan, division sales manager of Sunset-McKee Company.

● **The course**, which consists of 12 one-hour lessons, lasts six weeks. Classes, which will be held on Tuesdays and Thursdays from 5:15 to 6:15 p.m., will be held in the Mills Tower Assembly Room 360, 220 Bush Street.

Additional information can be obtained by writing to B. E. Jordan, 503 Market Street, EXbrook 2-3553.

## Plans for Industrial Mobilization to Be Discussed Here

Second step in preparing San Francisco Bay Area industry for a national emergency will be taken Tuesday, September 21, when Major General Clinton F. Robinson of the U. S. Army will arrive here from Washington to discuss the situation with the San Francisco Bay Area Industrial Mobilization Council.

● **General purpose of the meeting**, according to E. L. Turkington, Council chairman, will be to bring members of the Industrial Mobilization Council up to date on a preparedness program whose academic phases were outlined last March and April by the "traveling War College" of the United States Armed Services.

At that time, the industrialists, transportation and communication experts who comprised the civilian section of the College were invited to function as a nucleus for a broader cooperative group in the Bay Area which is now known as the San Francisco Bay Area Industrial Mobilization Council. In its meeting with General Robinson this group will learn what Federal, State and local agencies have done since the "traveling War College" was in this area, and how liaison may be most effectively established here between the military and the civilian economies.

## Washington Reports . . .

(Continued from Page 1)

will be the first time that any thorough attempt has been undertaken to reduce and consolidate the hundreds of Federal bureaus and agencies.

The members of the Commission, together with a great number of experts, many of whom are working without compensation, are now in the process of drawing up their preliminary report. The finished report must be submitted to the eighty-first Congress in January, 1949. To eliminate any question of politics, the work of this Commission has been conducted in the utmost secrecy. The group is composed equally of Republicans and Democrats.

When the recommendations are presented to the new Congress, they will not have the force of law but are merely advisory. It is the responsibility of the Congress to decide what action will be taken.





# Bay Region Business

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Number 39

## Reports

From The Chamber's

## WASHINGTON OFFICE

### OVERTIME ON OVERTIME

Administrator Wm. R. McComb of the Wage and Hour and Public Contracts Divisions, U. S. Department of Labor, recently postponed enforcement scheduled to begin September 15 of his revised interpretations of the overtime pay requirements of the Fair Labor Standards Act, which he has set forth in statements issued June 11 and July 11, 1948, in the Divisions' news releases, PR-153 and PR-161.

Postponement will continue until the Supreme Court acts on the pending petition for a rehearing of the longshoremen's back wage suits involved in Bay Ridge Operating Co. v. Aaron and Huron Stevedoring Corp. v. Blue. The Supreme Court decision in these cases, handed down June 7, 1948, necessitated the Divisions' revised interpretations.

McComb emphasized that postponement of enforcement action by the Divisions is simply an assurance that the Government will not institute court actions on this one phase of the Fair Labor Standards Act until the Supreme Court disposes of the petition for rehearing. He further states that, in his opinion, the postponement does not create a good faith defense against employee suits which might be filed to recover overtime compensations from employers who have not conformed their overtime pay practices to the Supreme Court's decision.

### BUDGET FISCAL YEAR 1950

A memorandum directed to the Second Secretary of Defense under July 16, 1948, from James E. Webb, Director of the Bureau of the Budget, has been made public. The following are some of the quotations from this memorandum which are of interest to all business men on the Pacific Coast:

"The President has determined, pending a more thorough evaluation of our military requirements and their relationship to our resources, that the authority for new obligations for national defense, including stockpiling of critical and strategic materials, public works construction, ship construction, special programs and any items for which it is planned to propose legislation for fiscal year 1950 shall be limited to \$15,000,000,000. It is expected that the National Military Establishment will proceed forthwith to develop a balanced military

(Continued on Page 4, Col. 1)

## Inside City Hall

# Districts to Get Lowdown on San Francisco Developments

How San Francisco is progressing in its plans for community development will be told by Mayor Elmer E. Robinson and other city officials at a community dinner Tuesday, September 28.

The dinner, which is being sponsored by the San Francisco Chamber of Commerce and its Retail Merchants Association, will be held in the Italian Room of Hotel St. Francis at 7:00 p.m.

### CITY OFFICIALS SPEAKING

In addition to Mayor Robinson, speakers will include Harry C. Vensano, director, Department of Public Works; J. Warnock Walsh, president, Police Commission; Philip F. Landis, president, Public Utilities Commission; and G. L. Fox, general manager of the Chamber. W. P. F. Brawner, president of the Chamber, will preside.

### DISTRICTS REPRESENTED

In attendance will be leaders of all district merchants associations and civic clubs; members of the Chamber's Board of Directors; the president and members of the Retail Merchants Association Board of Directors; the president and directors of several city commissions and other prominent city officials.

Dinner reservations can be made by telephoning EXbrook 2-4511, Extension 43, or by calling in person at the Chamber offices at 333 Pine Street.



ELMER E. ROBINSON

## Lloyd E. Graybiel Joins S. F. Chamber Board

Election of Lloyd E. Graybiel, vice president of the American Trust Company, to the Board of Directors of the San Francisco Chamber of Commerce was announced this week by Chamber President W. P. Fuller Brawner.

Graybiel has been associated with the American Trust Company for the past 26 years, entering the bank as a member of its legal staff and now specializing in public relations for the institution.

### CIVIC ACTIVITIES

Active in Chamber and other civic activities, Graybiel assisted in the organization of the Domestic Trade Committee in 1937 and served as its first

(Continued on Page 4, Col. 1)

## Progress Report . . .

### ● TRAFFIC

A system of synchronized traffic signals will be in operation the entire length of Van Ness Avenue within a month, according to a report by Chief Administrative Officer Thomas A. Brooks.

The installation, which will be completed by November, is part of a program of modernization of traffic signals from Van Ness Avenue to Fell Street, Fell to Polk, Tenth to Potrero and Potrero to the Bayshore Highway.

## Crackdown On Traffic Violators Asked Of Judges, Police Officials

Next step in an intensive campaign of traffic law enforcement and public education will be taken this afternoon when the Committee for Traffic Safety meets with Municipal Court judges, members of the Police Commission and the Deputy Chief of Police, according to an announcement by Chairman E. L. Turkington.

### 4 P. M. MEETING

The meeting will be held at 4:00 p.m. in Room 306, City Hall.

Cooperation of these civic officials in strictly enforcing traffic laws will be asked. If necessary, committee members will also attend traffic court sessions to see that law enforcement is actually carried out, Turkington said.

As part of the program, the committee will also:

1. Meet with newspaper editors and radio executives;
2. Meet with all civic groups which may carry message to their respective organizations;
3. Examine existing auto laws and traffic regulations and make suggestions for changes or improvement; and
4. Use display smush-ups in prominent locations with appropriate signs to dramatize need for proper use of streets and highways.

## Spies and Labor Relations Share Spotlight

Two subjects of current national interest . . . espionage and labor relations . . . will share the spotlight at the annual meeting of the California Manufacturers Association in the Fairmont Hotel, Thursday, October 7, it is announced by Lloyd A. Johnson, Association president.

California's Congressman Richard M. Nixon will bring the audience up-to-date on the espionage hearings now being conducted in Washington.

### CHING, WILSON SPEAK

"Mediation and Labor Relations" will be the subject of a talk by Cyrus S. Ching, director of the Federal Mediation and Conciliation Service.

Both talks will highlight a CMA luncheon in the Fairmont Hotel's Gold Room.

Of special interest to Bay Area businessmen will be the Trade Development panel, featuring national and state experts in the field of procurement. Panel discussion will also be held on: Fuel and Power; State Taxes and Finances; Unemployment Insurance and Freight Rates. These sessions will be held in the Red Room.

Charles E. Wilson, General Motors president, will address the annual banquet that night in the Gold Room, speaking on the subject, "The Automobile Market."

Chamber members can obtain detailed programs and reservation cards at the Chamber offices, 333 Pine Street.

# Rose Named Membership Head In Stepped-Up Program

Marking the first step in an intensive membership program, Charles R. Rose was today named manager of the Membership Department of the San Francisco Chamber of Commerce.

Rose, a membership specialist, is a former western field representative of the United States Chamber of Commerce.

In making the appointment, G. L. Fox, general manager of the San Francisco Chamber of Commerce, said: "For some time we have been seeking a man who specialized in association membership work. The addition of Rose to our staff will give us an opportunity to further expand our activities."

Rose was born in 1896 in Two Harbors, Minnesota. He came to California in 1924 and joined the U. S. Chamber in 1929 as a field representative. From 1929 to 1940 he did membership work for that organization covering the Virgin Islands, Puerto Rico, Cuba, Hawaii, Alaska, Philippine Islands, China and Singapore.

In 1940 Rose became Northern California field secretary for the U. S. Chamber with membership relations as his principal assignment.

Rose left the national Chamber in 1945 to handle private business activities.

At the San Francisco Chamber he will assume some of the duties of Will Williams, Jr., who has resigned as public relations manager to enter private business.



CHARLES R. ROSE  
Heads Membership Program

## Food Industry Leads 1947 Industrial Investments

Food and kindred products accounted for the largest investment in the Bay Area during 1947 with \$23,143,778 invested in the Bay Area and \$5,231,978 in San Francisco, it was revealed today by the Industrial Department of the San Francisco Chamber of Commerce.

Total industrial investments in the Bay Area (12 counties) amounted to \$127,565,903 during the year.

### S. F. INVESTMENTS

Of this amount, San Francisco accounted for \$15,314,678 in new plants and expansions.

Tobacco manufacturing investments amounted to \$225,000 in San Francisco; textiles \$207,000 in the Bay Area and \$63,000 in San Francisco; apparel \$613,500 in the Bay Area and \$456,500 in San Francisco; lumber and timber \$1,850,000 in the Bay Area, \$450,000 in San Francisco; furniture and finished lumber \$2,062,000 in the Bay Area, \$510,200 in San Francisco; paper and allied products \$19,475,000 in the Bay Area, \$1,245,000 in San Francisco; printing and publish-

ing \$2,661,000 in the Bay Area, \$1,252,000 in San Francisco; Chemicals and allied products \$10,942,125 in the Bay Area, \$1,017,000 in San Francisco; petroleum and coal products \$6,775,000 in the Bay Area, \$25,000 in San Francisco; rubber products \$167,000 in the Bay Area, \$150,000 in San Francisco; leather and leather products \$6,000 in San Francisco; stone, clay and glass products \$9,010,350 in the Bay Area, \$139,000 in San Francisco; iron, steel and their products \$15,839,000 in the Bay Area, \$1,383,000 in San Francisco; non-ferrous metals and their products, \$3,823,000 in the Bay Area, \$1,851,000 in San Francisco; electric machinery \$12,061,000 in the Bay Area, \$262,000 in San Francisco; machinery except electrical \$5,684,000 in the Bay Area, \$364,000 in San Francisco; automobiles and automobile equipment \$8,361,000 in the Bay Area, \$11,000 in San Francisco; transportation equipment (except auto) \$3,737,350 in the Bay Area, \$5000 in San Francisco; miscellaneous industries \$922,400 in the Bay Area, \$668,000 in San Francisco.

# "Behind the European Scene" with Robt. Gros Thursday, Sept. 30

The story behind the tense European situation will be told by Robert Gros, advertising and publicity manager of Pacific Gas & Electric Company and president of the San Francisco Advertising Club, Thursday, September 30, when he addresses members of the San Francisco Chamber of Commerce, Advertising Club and Commercial Club at a noon luncheon in the Commercial Club's main dining room.

Gros has just returned from a six weeks' air tour of Europe, the Mediterranean, Near East as a guest observer of the U. S. Navy.

## INTERVIEWED NEHRU

While abroad he had intimate interviews with such top leaders as Nehru of India, the Prime Minister of Pakistan, and high commissioners of New Delhi, Karachi, Egypt, Rome and London. He also visited Berlin and Paris.

Well known as a lecturer on national and international affairs, Gros speaks more than 200 times a year before groups throughout the country. His source of information is personal discussion with the men who make current history. Each year he makes several trips to Washington to interview top leaders in the nation's capital.

Last fall Gros made a 25,000-mile air tour of the Pacific surveying the United Nations trusteeship under the U. S. trust.

## Carnival of Fashion Slated for Nov. 7-11

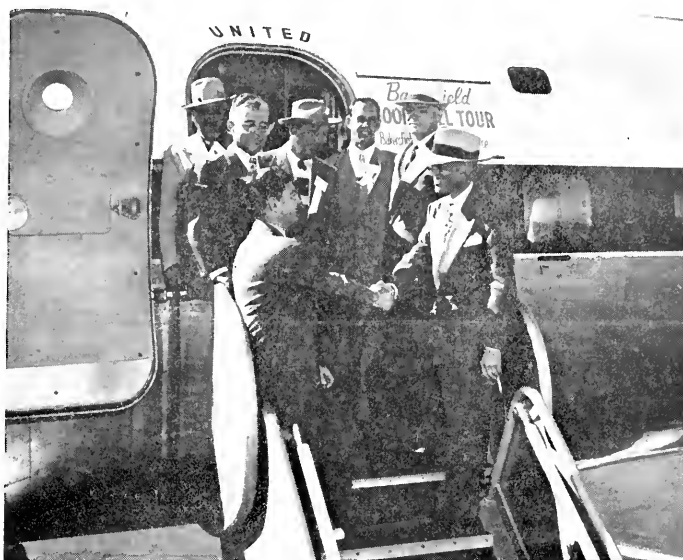
Buyers are invited to visit San Francisco November 7 through 10 for a market showing of over 1000 lines of advance spring wearing apparel styles, combined with informative luncheon meetings and a variety of special events, including a series of television demonstrations.

Sponsored by the Manufacturers and Wholesalers Association of San Francisco in cooperation with the West Coast Salesmen's Association, the "Carnival of Fashion" will feature men's, women's and children's wear, coats, suits, dresses, sportswear, millinery and accessories. Displays will be held in over 400 showrooms at the Whitcomb and St. Francis Hotels, with free bus service provided hourly between the two hotels.

## PARADE SCHEDULED

A carnival and fashion parade will be held at a San Francisco night club the night of Tuesday, November 9. Daily luncheon clinics will be held at the Whitcomb Hotel. The television demonstration, which will be made by RCA Victor, will be held at the Whitcomb and will run continuously throughout the four-day showing.

## Our Southern Neighbors



G. L. Fox, general manager of the San Francisco Chamber of Commerce, greets Richard H. Leask, manager of the Bakersfield Chamber. Leask was one of a group of 50 businessmen which stopped in San Francisco for trade talks during a two-day trade tour of Los Angeles, Salt Lake City, Boise and Portland.

## "Stop Export Theft" Is Aim of Contest

A trophy for the most ingenious and effective new method of preventing pilferage has been established by Wm. H. McGee & Company, marine underwriters, it was announced by A. L. Green, special representative of the Association of American Railroads and chairman of the Second Annual Industrial Packaging Contest.

The trophy was established, according to Green, to combat the unusually heavy toll upon export goods by pilferage and its effect upon American commerce.

World-wide pilferage losses for 1947 were estimated between \$500,000,000 and \$1,000,000,000, according to a prominent insurance source. About 90 per cent of all losses occurring in the United States are due to pilferage and theft while merchandise is on piers or in warehouses, the source estimates, while the hazards of this nature are generally twice as great in foreign ports.

An invitation has been extended to all companies engaged in overseas trade to enter this contest. Deadline for entries is September 30. They should be sent to C. J. Carney, managing director of the Industrial Packaging Engineers Association, 20 East Jackson Boulevard, Chicago, Illinois.

## Saga of Nation's Growth Now on Film

The "interdependence of labor and of management, of geographical areas, population segments, and their responsibility toward each other" is dramatized in a new documentary film just released by the Chamber of Commerce of the United States.

Entitled "America and Sons, Unlimited," the film was produced by RKO-Pathé. It is available to trade associations and other groups in 16 mm. black and white, with a running time of 14 minutes. Prints may be obtained on a five-day rental basis for \$10 or by purchase for \$40.

A descriptive folder will be supplied on request. Address your orders to Film Division, U. S. Chamber of Commerce, 1615 H Street Northwest, Washington 6, D. C.

## Municipal Theater Drives for New Membership Support

To stimulate greater public interest in the San Francisco Municipal Theater, a citywide promotional campaign and membership drive have been launched here by the civic non-profit group.

Established two years ago, and under the sponsorship of the Board of Education as part of its adult education program, the Theater is the only municipally-sponsored one in a major American city.

### SUPPORT URGED

Declaring that the Bay Theater is deserving of city-wide support, G. L. Fox, General Manager of the San Francisco Chamber of Commerce, said, "Since its establishment two years ago, the Bay Theater has become an integral part of the community's cultural life, fostering San Francisco's reputation as a 'theater town.' It has brought immeasurable enjoyment to thousands."

## New Board Member . . .

(Continued from Page 1)

chairman. He later served as chairman of the Municipal Affairs Committee. He is currently a member of the Civic Projects Committee and the Chamber's representative on the Municipal Conference. He has also served on the Industrial Development Committee.

## Reports From Washington

(Continued from Page 1)

program and a budget for 1950 within this amount. If necessary, consideration will be given to an adjustment in this base at a later date if changes in the international situation appear to warrant such action."

This report from the nation's capital is prepared each week by Alexander von Hafften, manager of the Washington Office of the San Francisco Chamber of Commerce.

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

**D-7027**—Sales executive now with a Beverly Hills office, offers representation in Southern California to interested local firms. Experienced in sales, management, administration and advertising listed among qualifications. Address inquiries to DDM, P. O. Box 572, Beverly Hills, Calif.

**D-7028**—THE NAGEL METAL SPINNING & MANUFACTURING CO., 12-16 Lock Street, Buffalo 2, New York, seeking representative in San Francisco to call on industrial and manufacturing firms in order to secure commercial spinning work.

## July Wholesale Sales Equal June, Top Last July . . .

July dollar sales of 304 Pacific Coast merchant wholesalers were 9.0 per cent above last July, but no change from the June level, according to a report released today by the Research Department of the San Francisco Chamber of Commerce.

Sales for the 7 months were 8.0 per cent above last year.

The study was based on reports from the Bureau of the Census.

Nation-wide sales in July as reported by 2,968 merchant wholesalers were up 8.0 per cent above last July but 2.0 per cent below June with the 7 months sales up 9.0 per cent.

End-of-the-month inventories for July in the nation were 17.0 per cent above July a year ago compared to 5.0 per cent on the Pacific Coast. Heaviest inventories compared to a year ago were reported by the South Atlantic and West North Central groups with 22.0 per cent and 21.0 per cent respectively.

### SALES BY GROUPS ON THE PACIFIC COAST

GROUP—	PERCENTAGE CHANGE			INVENTORY
	July, 1948 From July, 1947	July, 1948 From June, 1948	7 Mo. 1948 From 7 Mo. 1947	July, 1948 From July, 1947
Automotive Supplies.....	- 5	- 1	-11	- 1
Clothing and Furnishings, except Shoes.....	-10	4	-24	(a)
Dry Goods.....	20	1	15	11
Electrical Goods (Full line).....	14	0	19	8
Furniture and House Furnishings.....	18	- 3	14	52
Groceries and Foods, except Farm Products.....	18	10	5	- 1
Hardware.....	8	- 4	5	10
Industrial Supplies.....	2	- 9	- 2	(a)
Plumbing and Heating Supplies.....	2	- 5	10	(a)
Lumber and Building Materials.....	37	3	34	82
Tobacco and Its Products.....	- 2	- 2	- 2	- 5
TOTAL.....	9	0	8	6
(a) Insufficient data.				

## 50,000 Freight Car Loadings Expected

An increase of 50,000 freight cars or 10.4 per cent is expected for the fourth quarter of 1948 over actual carloadings in the Pacific Coast Transportation Advisory Board territory during the same period in 1947.

### BUILDING MATERIALS LEAD

As in the past two years, construction materials account for the greater part of the anticipated increase, according to Walter A. Rohde, manager of the Chamber's Transportation Department.

Substantial increases are also forecast in the loadings of automobiles and trucks, cotton, fertilizer, flour and feed, ore and paper products.

## Community Chest Needs Four Million!

Rising costs and an increased child population in San Francisco have resulted in an increased goal set by the Community Chest in its October drive for funds. Chest officials reported this week.

The 1948-49 quota is \$3,758,000, nearly half a million dollars greater than last year.

Every dollar given to the Community Chest goes to support the 70 member agencies which provide service every day in the year.



# Bay Region Business

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Number 40

## Superior Court Vacancies Amendment Okayed By Chamber

State Ballot Measure #8 relating to vacancies in the Superior Court was endorsed in action taken this week by the Board of Directors of the San Francisco Chamber of Commerce.

This measure would amend the constitution to provide that vacancies occurring in a general election year during the term of office of Superior Court judges shall be filled by election of a successor at the next general election.

### NO TIME LIMIT

The change involved is a technical one which covers vacancies any-time during the year in place of the present provision of after April 1st. The governor now appoints a judge to hold the vacant office until the term of the judge chosen at the next election commences.

## State Initiatives Amendment Endorsed

The Board of Directors of the San Francisco Chamber of Commerce this week endorsed State Ballot Measure #10, which amends the constitution to limit to one subject constitutional amendments or statutes proposed by means of the initiative.

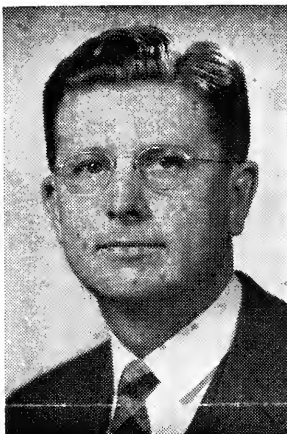
Need for this limitation arose through the presentation of initiatives which would effect several amendments to the constitution on subjects not necessarily related.

## Waterfront

### Chamber Supports W. E. A. Strike Stand; Cites Shipping Disruption And Losses

Support of the employers position in the current West Coast waterfront strike was voiced last week by the Board of Directors of the San Francisco Chamber of Commerce.

Following is the text of the resolution passed by the Board:



ROBERT R. GROS

WHEREAS, The stability of water transportation in the ports of the Pacific Coast is of vital concern to the citizens of San Francisco and to the welfare and development of the western United States; and

WHEREAS, The history of the operation of said ports extending over a period of the past 14 years has been one of constant disruption, strikes and major and minor shutdowns causing in part or in whole paralysis of the operation of said ports and the maritime industry; and

WHEREAS, It now appears that the employers of waterfront and seafaring personnel as represented by the Waterfront Employers Association of the Pacific Coast and the Pacific American Shipowners Association have been unable to arrive at workable relations with certain union leaders representing their labor and that it appears that such inability has been due to the conduct of those certain labor leaders who are opposed to the security and reliable functioning of the ports and maritime industry; and,

WHEREAS, The said employers have taken the position that they can not negotiate nor deal with union officials who have not demonstrated ability and willingness to honor a contract;

BE IT THEREFORE RESOLVED, That the San Francisco Chamber of Commerce go on record as being in full and wholehearted support of the position of shipping industry employers in demanding guarantees that leadership in the International Longshoremen's and Warehousemen's Union and the National Union of Marine Cooks and Stewards fulfill their contracts; and

BE IT FURTHER RESOLVED, That the the shipping industry be urged to maintain their stand against further disruption in shipping which has brought irreparable loss to workers, employers and the general public.

## Capacity Audience Seen For Today's Luncheon

There are still a few tickets available for today's luncheon at the Commercial Club featuring Robert Gros, the Chamber's Public Affairs Department reports.

Tickets for the luncheon, which is being sponsored by the Club, the Chamber and the Advertising Club, can be purchased at the door of the Club's main dining room.

Gros will tell the story behind the tense European situation, based on the six weeks' air tour he has just made of Europe, the Mediterranean, and Near East as a guest observer for the U. S. Navy.

## Two Bay Crossings Unnecessary, Too Costly, Says Chamber Report

Opposition to the State's application for two additional Bay crossings was voiced this week by the Board of Directors of the San Francisco Chamber of Commerce.

Board action followed the recommendation of the Chamber's Second Bay Crossing Committee.

### Tanner Will Confer On Washington Services

C. P. Tanner, assistant general manager of the San Francisco Chamber of Commerce, leaves next week for the east on a business trip which will cover Washington, D. C., Philadelphia and New York City.

#### WASHINGTON PROBLEMS

Tanner will be in the nation's capital October 8 and 9, to confer with Alexander von Hafften, manager of the Chamber's Washington Office, on matters of interest to San Francisco in connection with the Washington Office service.

He will also represent the Chamber at the 34th annual conference of the National Association of Commercial Organization Secretaries in Philadelphia, October 10 through 13.

From there he will go to New York City on a short business trip before returning to San Francisco.

### Collective Bargaining Techniques to Be Taught

Problems and techniques of collective bargaining will feature the fall session of the Labor-Management School of the University of San Francisco, beginning Tuesday evening, October 5.

#### LABOR, MANAGEMENT LECTURERS

The major issues involved in this field of industrial relations will be presented in two lectures each by Arnold F. Campo, International Representative, United Steelworkers; William J. Hanrahan, San Francisco Employers Council, and Barney Mayes, California State Federation of Labor.

Other courses offered during the ten-week session include: The Taft-Hartley Act—One Year After; California Labor Law; Industrial Ethics; and Inflation and Industrial Relations.

Classes will be held on Tuesday and Thursday evenings.

#### REASONS CITED

Commenting on the action of the Board, Chamber President W. P. Fuller Brawner cited two points:

1. Studies by the Joint Army-Navy Board, reported on January 25, 1947, recommend a southern crossing and show that two additional crossings are not necessary at this time.

2. Substantially all agencies which have investigated the subject have found that two crossings could not be financed.

The Chamber action will be covered in a letter to Colonel S. N. Karrick, district engineer for the United States Army.

### Slash In California Cotton Acreage Protested By Board

Opposition to a possible reduction in the allocation of California's cotton acreage was voiced this week by the Board of Directors of the San Francisco Chamber of Commerce upon the recommendation of its Agricultural Committee.

Under a federal law enacted in 1938, the Secretary of Agriculture has the authority to set cotton acreage quotas by states. The formula for determining the allowable acreage is based on the amount of acreage producing in 1937.

#### FORMULA DETRIMENTAL

"If this formula is used," declared Agricultural Committee Chairman Robert Di Giorgio, "California acreage would be reduced almost 50 per cent. This would result in a loss in revenue to California and particularly to the Central Valley of approximately \$75,000,000."

"Conversely," Di Giorgio continued, "the cotton acreage of some of the southern states, which have been attempting to diversify their crops, would be vastly increased, with a consequent adverse effect on the economy of these states."

Di Giorgio urged the Secretary of Agriculture to refuse to call for a referendum on marketing quotas and thus prevent a slash in the cotton acreage allocated to California. This could be done, he pointed out, by making use of certain clauses in the 1938 law.

## Industrial Expansion

August

—By the Chamber's Industrial Department

Industrial development in Northern California and the Bay Area during August accounted for 48 projects to cost \$6,148,700, according to tabulations of the San Francisco Chamber of Commerce Industrial Department.

Twenty-three of the projects represent expansions of existing industrial plants to cost \$3,598,200 while 25 new industrial ventures were recorded with outlays to total \$2,550,500.

Bay Region (12 Counties) developments accounted for 22 plant expansions to cost \$3,348,200 and 24 new projects to represent an approximate outlay of \$2,350,500. Three of the expansions valued at \$184,000 and 3 of the new ventures to cost \$50,500 occurred in San Francisco City and County.

Eight months developments for 1948 show the following:

#### San Francisco

50 expansions .....	\$6,127,000	580 jobs
40 new plants .....	1,200,000	399 jobs
90 projects .....	\$7,327,200	979 jobs

#### Bay Region (12 Counties)

142 expansions .....	\$52,837,900
162 new plants .....	16,297,900
304 projects .....	\$69,135,800

#### Northern California

160 expansions .....	\$59,560,900
182 new plants .....	20,497,900
342 projects .....	\$80,058,800

Among new developments for August are:

**George M. Philpott Company's** move to 160 Bryant Street, at which new location their facilities will be expanded with expenditures approaching \$150,000.

**Mars Metal Company's** move from 23rd and Minnesota Streets to Visitation Valley, constituting an expansion of their operations that will cost approximately \$100,000 and create some 17 new jobs.

**Reproductionist Co.** of 84 First Street, a newcomer to San Francisco. This blue-printing and reproduction business is creating 9 new jobs with a capital outlay of about \$7,500.

**Kincon Iron & Brass Foundry** at 52 Sherman Street is a new operation in San Francisco. They are expending some \$10,000 on a new brass foundry, and have supplied some 40 jobs to the area.

## Getting Personal

**Harold Gudnason, Sylvan Frank and Walter Haas, Jr.**, are the newly elected officers of the Manufacturers and Wholesalers Association of San Francisco.

**Gudnason**, who became president of the Association, is a vice-president of Alice of California.

**Frank**, the new vice-president, is manager of the San Francisco office of **Barry-Newberg Co.**

**Haas**, the new treasurer, is assistant secretary of the **Levi Strauss Company**.

**Gudnason** succeeds **Adolph P. Schuman**, president of the **Lilli Ann Company** and outgoing president of the Association.

**A. D. Carleton**, manager of the traffic department of **Standard Oil Company of California**, and **Irving F. Lyons**, director of traffic of **California Packing Corporation**, have been appointed to the Transportation Association of America to its "National User" panel, consisting of 34 traffic men from all parts of the nation.

1948-49 officers of the San Francisco Bay Area Chapter of the National Aeronautics Association were elected last week.

New officers are: President, **Rox D. Penlon**, San Mateo; 1st Vice President, **Perry H. Taft**, San Francisco; 2nd Vice President, **C. J. Hershe**, San Francisco; Secretary, **Thomas Angell**, San Francisco; Treasurer, **Edythe M. Weichselbaum**, Berkeley.

Board of Directors includes **Fred L. Ellsworth**, San Francisco; **Richard F. de Graca**, San Francisco; **Emerson Murfee**, San Mateo; **Cecil Reid**, San Jose; **Dr. Cecil Smith**, Burlingame, and **Kenneth R. MacDonald**, San Francisco (retiring president).

## Pittsburgh Plate Glass Gets New Building, Triples Plant Space

Marking expansion of its holdings on the Pacific Coast, the Morck Brush Division of Pittsburgh Plate Glass Company this week leased a large three-story building at 25th and Potrero streets for a 15-year period.

Announcement of the acquisition was made by **Frank F. Tippet**, general manager of the Morck Brush Division.

### NEW EQUIPMENT

The Division will triple its present plant space, completely remodeling and equipping the new quarters with the most modern brush making machinery, including a new handle finishing department, according to Tippet.

In announcing the lease, Tippet stated, "This new plant was necessary for two reasons: the phenomenal population growth of the West and the tremendous number of new buildings being erected. These two factors have given us an outstanding increase in business and our new plant will enable us to maintain our present market, give better service and deliveries and to fully supply the demand of contractors for tools."

## Chamber Renews District Program Oct. 8

Marking the third year of a successful Chamber of Commerce and district merchants program, the first in a new series of joint luncheons will be held at the **Del Mar Restaurant**, Friday, October 8.

Members of the **Marina Merchants Association** will be present, together with Chamber directors and staff members.

### MORE SALES IS TOPIC

Featured speaker on the program will be **Miss Marjory King**, contact executive for **Walter Landor and Associates**, industrial designers, who will offer merchants her ideas on "How to Sell More to More Women."

Co-presiding at the luncheon will be **W. P. Fuller Brawner**, Chamber president; **Ray McConnell**, vice president of the Chamber's Retail Merchants Association, and **Herbert Beckner**, president of the Marina Merchants Association.

## Hire the Handicapped; It's Good Business!

Physically handicapped workers are productive and reliable—San Francisco employers should avail themselves of their skill and ability.

This is the message of the local committee of National Employ the Physically Handicapped Week, which will be observed this year during the week of October 3rd.

Each year since 1945, job placements of the physically handicapped by the States have increased until today it is estimated that more than five and a half million of these workers are gainfully employed.

Employers interested in learning more about how they can use these workers in their firms should write to the California State Employment Service. Leaflets on the subject are also available.

## Minerals Survey Asked To Fill Local Need

Lack of information about mineral availability and production in many categories brought a request this week for a Bay Region minerals market survey by the California State Division of Mines.

The request was made by the Board of Directors of the San Francisco Chamber of Commerce upon the recommendation of its Mining Committee.

### NEED FOR DATA

Pointing out that such an undertaking comes within the province of the State Division of Mines if the need is justified, **Bert C. Austin**, committee chairman, cited three reasons for a survey:

1. Basic information about mineral availability and production in many categories is virtually non-existent;

2. The Chamber's Industrial Department is constantly confronted with requests from industrial prospects for basic mineral sources of the area about which little data is available; and

3. The American Mining Congress desires more complete information on mineral value and production for the State of California than is now available.

At the request of **Dr. Olaf P. Jenkins**, Chief of the Division of Mines, a Mining sub-committee has been appointed to consult with the Division in determining the scope of the proposed survey.

## World Affairs Program Has First Anniversary

The first anniversary of KNBC's radio program, "World Affairs Are Your Affairs," will be celebrated tomorrow with a special program saluting the World Affairs Council of Northern California.

### WON AWARD

Inaugurated last fall by the World Affairs Council, San Francisco News and National Broadcasting Company, this program won the Variety Plaque award for its effective promotion of international understanding.

Friday's program will bring to the microphone Lynn White, Jr., Walter Haas, Mrs. Alfred McLaughlin and Eugene Stacey.

The program is broadcast over KNBC at 10:30 p.m. Fridays.

## T.A.L. Sets Safety Record In Ferrying Contract

Completion with a 100 per cent safety record of the largest and one of the most difficult airplane ferrying contracts in history was announced this week by Orvis M. Nelson, president of Transocean Air Lines, world's largest contract air carrier.

### BAD FLYING CONDITIONS

The contract called for the delivery across the Pacific of 150 twin-engine Curtiss Commando transports purchased by the Chinese Air Force from U. S. war surplus. It involved more than a million and a half miles of flying under conditions for which the aircraft were originally unsuited, according to Nelson.

## Boon Seen For California Shippers In Company Purchase

California shippers may now send goods into Canada for the first time by truck without transshipment from Seattle, as the result of the purchase of the British Columbia-Seattle Motor Express Company by the Los Angeles-Seattle Motor Express Company.

### NEW TERMINALS

In an announcement made this week, E. W. Elliott, district manager of the Los Angeles-Seattle Motor Express Company, revealed that with acquisition of the company his firm had also established a terminal at Blaine, Washington, through which the goods are processed for Canadian entry. Total investment amounts to \$75,000.

A terminal has also been established at Vancouver.

### CLEARANCE MADE EASIER

Commented Elliott, "As a result of this action, all guesswork will be taken out of rates, customs and declaration papers. We will be able to have full control over shipments from the time they leave their point of origin until they arrive in Canada."

Elliott pointed out that all of his firm's trucks operating between San Francisco and Vancouver have full refrigeration protection for perishable goods.

Company terminals are also located in San Francisco, Oakland, Portland, Seattle and Los Angeles.

## State Civil Service Exemptions Measure Gets C. of C. Board Okay

Endorsement of State Ballot Measure #17 relating to State Civil Service exemptions came today from the Board of Directors of the San Francisco Chamber of Commerce.

This measure would amend the constitution to exempt from State Civil Service officers and employees of district agricultural associations employed less than six months per calendar year; stewards, judges and veterinarians of the California Horse Racing Board employed on a part time basis; full time hide and brand inspectors of the State Department of Agriculture, and not exceeding four employees of the State Board of Equalization.

The amendment would also prohibit the Legislature from reviving any optional exemption from State Civil Service once such an exemption has been abolished.

### REASONS CITED

As reasons for endorsing this amendment, the Chamber stated that the measure would materially assist the California livestock industry without endangering the Civil Service structure of the state or increasing government costs.

It was also pointed out that administration of the Bureau of Livestock Identification, which administers the hide and brand service and which is supported entirely by fees collected from the livestock industry, has not been satisfactory to stockmen. This group maintains that if Bureau employees were exempt from Civil Service the program could be administered more cheaply and efficiently.

## DOMESTIC TRADE TIPS . . .

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

**D-7029**—PROFITELL COMPANY, Dayton 2, Ohio, now acting as exclusive distributors for a dispensing beer meter offer national distribution by specially trained, tangible salesmen, to local manufacturers of kindred products.

**D-7030**—C-THRU ALUMINUM AWNING CO., 1100 So. Hope St., Los Angeles 15, California, interested in setting up an exclusive sales franchise in San Francisco for their adjustable aluminum awnings. Approximately \$20,000 working capital is necessary and a knowledge of merchandising

to contractors and home owners would be an important factor in setting up the franchise.

**D-7031**—NORTON BROS. & MORRIS, INC., 757 South Los Angeles Street, Los Angeles 14, Calif., interested in contacting local sales agents now calling on retail stores in San Francisco, the Bay Area and Northern California to offer their line of men's sport coats, suits and slacks.

**D-7032**—DUBEC, INC., 129 West 20th St., New York 11, N. Y., manufacturers of tobacco products, seeking salesmen and/or distributors now handling lines of advertising specialties, to sell their specialty designed cigarette Christmas gift packages.

**D-7033**—UPTON HOUSE COOLER CORPORATION, 2412 S. W. 5th St., Miami 36, Florida, wishes to contact a local manufacturer who would be interested in manufacturing and distributing their already proven heating and cooling unit under an exclusive license arrangement in California.

## City Sales Taxes

There are 146 communities in California having a city sales tax, according to a report compiled by the Domestic Trade Department of the San Francisco Chamber of Commerce.

Copies of this list can be obtained from the Domestic Trade Department.





# Bay Region Business

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## Waterfront Strike

# World Trade Association Calls for Opening of Port

## Community Leaders Get Together



*A discussion of San Francisco's progress in its community development plans highlighted a Chamber of Commerce dinner meeting attended by 175 civic leaders. Among those giving reports were J. Warnock Walsh, president, Police Commission; Harry C. Vensano, director, Department of Public Works; Mayor Elmer E. Robinson; W. P. Fuller Brauner, Chamber president; Philip F. Landis, president, Public Utilities Commission, and Don Fazackerley, member of the Board of Supervisors.*

Periodic strikes and work stoppages tying up the port for indefinite periods have cost the Port of San Francisco uncounted millions in lost wages, and business diverted to other ports, it was reported today by the World Trade Association of the San Francisco Chamber of Commerce.

Following action in support of the employers' stand in the current waterfront strike, W. J. Gilstrap, Association president, said:

### TRADE INCREASE SMALL

"During 1947 the Pacific Coast only handled 114 percent of the foreign trade cargoes which it handled in 1939, while the Atlantic Coast handled 241 percent and the Gulf 221 percent of their 1939 volume.

"We know that other industries and the same maritime industry in other parts of the United States do not suffer such inexcusable stoppages. In the past 14½ years the Port of San Francisco has been strike-bound in five major strikes for a total of 289 days.

### EMPLOYERS STAND UPHELD

"We believe that the present strike is not the result of employers' refusal to grant adequate wages, hours and working conditions.

"The published offers of the employers to the West Coast workers were as favorable as those which permitted a settlement at Eastern and Gulf ports of the United States.

"We believe that the leadership of certain of the Maritime Unions did not want settlements without a strike.

"We therefore approve the present stand of the employers to the extent that it is an all-out effort to help bring responsible leadership to those Unions whose leaders have so often in the past disregarded their own members' welfare as well as that of the public.

"Every citizen has a stake in this dispute whether he ever sets foot on the Embarcadero or not. The encouragement of cargoes to seek ports other than San Francisco, which has been under way for more than ten years cannot go unchallenged any longer."

## S. F. Firm Wins Large Hospital Contract

One of the largest hospital construction contracts awarded in Northern California in recent years has been given to Haas and Rothchild, San Francisco general contractors.

### TWO MILLION DOLLAR BID

The contract is for the construction of a new ward building and tuberculosis hospital at the Sonoma State Home. The bid on the general construction was \$2,278,000, and the award was made by the State Division of Architects.

The Sonoma State Home is located at Eldridge in Sonoma County.

## Coal Chemicals Office Set Up by U. S. Steel

To service western consumers of coal chemicals, U. S. Steel Corporation has opened a San Francisco District Office of its Coal Chemical Sales Division.

In making the announcement, David F. Austin, vice president in charge of sales, revealed that W. G. Souder will be the Western District sales representative, with offices in the Russ Building.

Similar offices have been opened in Cleveland and Chicago. Coal chemicals are produced in the West at Geneva Steel Company's plants at Geneva and Ironton, Utah.

## Report by the Research Department

## General Business Activity

## TREND

General business activity in San Francisco during August continued to hold above the same period last year, and was practically identical to the preceding month. Our Index at 234.3 was 7.2% above last August and the 8 months average of 232.3 was 5.5% over the same period last year.

August bank debits of \$2,284,515,000 were 250 million dollars above last year or 12.5%. There were 338 ship arrivals in August compared to 290 a year ago. Stock Exchange transactions during August were 22.8% above last August in number of shares and 16.5% in market value. Industrial and commercial gas sales were up 5.4% over last August. Liabilities of commercial failures dropped 26.3% compared to a year ago and the number was off 40%. August retail department store sales were up 5.3%. Value of construction rose 37.9% above last August. Tourist and settler inquiries received by the San Francisco Chamber of Commerce during August were one-third above last year and the cumulative increase for the 8 months was 6.6% above a year ago. Payrolls in the wholesale trade industry were up 12.7%, retail trade 12.8%, and hotels 6.2% above last August.

## CONSTRUCTION

August building permits amounting to 757 and valued at \$4,395,998 were practically identical in number to last August but 37.9% above in value. Residential permits accounted for more than one-half or \$2,275,350 and provided for 256 dwelling units, of which 194 were single-family units. There were 20 non-residential permits valued at \$880,600 and 515 permits for additions, alterations and repairs totaling \$1,240,048.

## EMPLOYMENT

Employment, as reported by the San Francisco office of the California State Employment Service, increased moderately during August. Service industries experienced the normal seasonal rise and the manufacturing industries made a slight gain. The stability of August employment level, however, was threatened by the labor disputes in the maritime and oil industries which followed closely upon the close of the month. Unemployment insurance claims in San Francisco during August averaged 15,606 per week. "Total employment in the San Francisco Bay Area was increased in August, continuing the upward trend which began in June. Seasonal food processing activities reached their peak in August and many canneries were reporting more workers than they had anticipated on account of the late ripen-

ing of pear and peach crops. Apparel manufacturing employment rose over the July figure. Durable goods industries also recorded employment gains, as losses in shipbuilding were offset by increases in automobile manufacturing and . . . fabricated metal plants.

"Job opportunities are numerous for workers who can meet stringent employers' specifications in such occupations as stenographer, typist, civil engineer, draftsman machinist, sheet metal workers and in virtually all the construction trades," according to the C.S.E.S.

## RETAIL TRADE

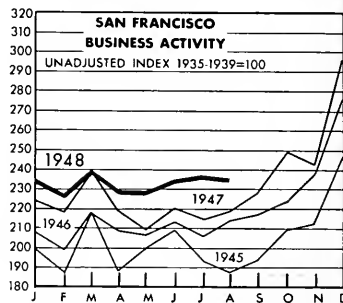
August department store sales in San Francisco were up 4% with the 8 months cumulative a similar amount. In the Metropolitan Area sales were up 4% and 6% respectively; in Northern California up 4% and 7%; in Southern California up 3% and 3% respectively; in California 3% and 4%; and in the Twelfth Federal Reserve District 4% and 5% respectively.

Independent retail store sales for the first 7 months were up 4%, according to the Bureau of the Census reports. Food sales were off 2%; meat markets 8%; eating and drinking places 7%; jewelers 8%; liquor 18%; drug stores 11%; cigar stores 12%; apparel group 2%; and florists 11%. On the other side of the ledger, furniture, household and radio sales were up 9%; lumber, building and hardware 21%; and automotive group sales 20%.

## TRANSPORTATION

During August there were 338 ship arrivals and 339 departures, compared to 290 arrivals and 298 departures in August a year ago. Arrivals for the first 8 months totaled 2,595, up 5.1% compared to a year ago; and departures totaled 2,610, up 21%. According to the latest reports available for the San Francisco-Oakland Customs District, the value of exports during June amounting to \$27,900,000 was off 37.6% compared to June last year. Imports amounting to \$23,700,000 were up 203.8% over last year. Freight car movements in the San Francisco-Oakland switching limits in August totaled 47,035, carrying the 8 months cumulative to 358,622 compared to 412,516 a year ago.

San Francisco Airport traffic in August amounted to 6,589 planes in and out; 91,435 airline passengers on and off compared to 6,716 planes and 100,676 passengers last August. Air freight loaded in August amounted to 876,900 lbs.; air express loaded 303,998 lbs.; and air mail loaded 502,975 lbs. compared to 441,832 last year. San Francisco-Oakland Bay Bridge traffic in August attained a new high for the year of 2,335,428 crossings, 3.2% above last August and carried the 8 months cumulative to



17,322,675 or 1.2% above a year ago. Golden Gate Bridge vehicle crossings totaled 871,248 and were 5.8% above last year, carrying the cumulative to 5,619,114 or 6.2% above a year ago.

## UTILITIES

Sales of electrical energy, exclusive of street lighting and street railways, during August were 1.1% below last August and the 8 months cumulative was 1.5% below last year. Industrial and commercial gas sales amounting to 1,177,896,700 cu. ft. in August were up 5.4%, but the 8 months cumulative was practically identical to last year.

## MANUFACTURING

Manufacturing industries in the San Francisco Industrial Area in August employed 124,400 production workers compared to 118,600 in July and 138,800 in August last year, according to the State Department of Industrial Relations. The non-durable group accounted for 67,800 compared to 77,900 a year ago, and the durable group for 56,600 compared to 60,900 a year ago. Average weekly earnings were \$61.20 in August compared to \$61.94 in July and \$60.02 in August last year. Average hourly earnings were \$1.601 in August compared to \$1.603 in July and \$1.464 last August. Average hours worked per week were 38.2 in August, 38.6 in July and 41.0 last August.

Bay Region industrial developments in August, based on reports to our Industrial Department from 46 industries amounted to \$5,698,700; of this 24 were new projects with outlays of \$2,350,000 and 22 were expansions to cost \$3,348,200. The 8 months cumulative outlays on 304 projects amounted to \$69,135,800. There were 142 expansions amounting to \$52,837,000 and 162 new plants costing \$16,297,900.

## PURCHASING POWER OF THE DOLLAR

Purchasing power of the dollar in the nation in July 1948 in relation to the 1935-39 dollar amounted to 47.7c as measured by wholesale prices; by consumers' prices 57.6c, and by retail food prices 46.1c, compared to July 1947 values of 53.3c, 63.1c, and 51.7c respectively. Thus the purchasing power of the dollar in the nation during last year has shrunk 10.5% at the wholesale level, 8.7% at the consumer's level, and 10.8% in the retail food market.

# Survey of Business Conditions in San Francisco

## August, 1948

BRANCH OF ACTIVITY	AUGUST 1948	AUGUST 1947	PER CENT CHANGE	8 MONTHS 1948	8 MONTHS 1947	PER CENT CHANGE
<b>GENERAL BUSINESS ACTIVITY</b>						
S. F. C. of C. Index 1935-39 Avg.=100.....	234.3	218.6	7.2	232.3	220.2	5.5
<b>CONSTRUCTION PERMITS</b>						
Total.....(number)	757	755	0.3	6,261	5,463	14.6
Residential, New.....(number)	4,395,998	3,187,302	37.9	40,049,942	27,739,453	44.4
Dwelling Units.....(value)	2,275,350	1,967,996	15.6	20,830,838	14,132,037	21.6
Single Family Dwellings, New.....(number)	256	251	1.9	2,445	1,911	27.9
Non-Residential, New.....(value)	1,794,050	1,666,096	7.7	15,038,198	11,191,667	34.4
Additions, Alterations and Repairs.....(number)	20	14	42.8	173	159	8.8
Total.....(value)	880,600	383,300	129.9	11,414,794	5,603,122	103.7
Total.....(number)	515	510	1.0	4,103	3,671	11.8
Total.....(value)	1,240,048	836,206	48.3	7,804,410	8,004,264	-2.5
<b>REAL ESTATE</b>						
Sales.....(number)	1,253	1,664	-24.7	11,130	12,688	-12.3
Sales.....(value)	16,006,177	19,270,032	-16.9	135,743,825	152,815,689	-11.2
Mortgages and Deeds of Trust.....(number)	1,444	1,638	-11.9	12,036	12,990	-7.3
Total.....(amount)	12,310,846	15,098,383	-18.5	103,633,449	119,292,859	-13.1
<b>RETAIL DEPARTMENT STORE SALES</b>						
San Francisco.....(index)	256	243	5.3	239	231	3.5
<b>FINANCE</b>						
Bank Debits.....(\$000)	2,284,515	2,029,908	12.5	18,135,797	16,297,149	11.3
Bank Clearings.....(\$000)	1,692,233	1,632,574	3.6	13,670,825	12,610,786	8.4
Postal Receipts.....(\$)	1,519,450	1,401,928	8.4	12,232,863	13,450,602	-9.1
San Francisco Stock Exchange.....(no. shares traded)	684,064	556,843	22.8	8,764,280	7,178,643	22.1
Total.....(market value)	11,239,358	9,638,876	16.4	131,117,510	104,711,110	25.2
<b>COMMERCIAL FAILURES</b>						
Liabilities.....(\$)	32,704	48,471	-31.5	56	34	64.7
Assets.....(\$)	10,035	44,154	-77.3	1,523,231	1,185,187	28.7
Total.....(index)	148.5	165.5	-10.3	137.1	146.5	-6.5
Employment.....(index)	293.5	314.1	-6.6	269.6	266.3	1.2
<b>NON-MFG. INDUSTRIES—(15 Co's.) (a)</b>						
Laundrying, Cleaning, Dyeing.....(payroll)	156.9	167.5	-6.3	158.2	169.3	-6.6
Wholesale Trade.....(payroll)	237.2	210.3	12.7	227.9	203.2	12.2
Retail Trade.....(payroll)	230.4	204.3	12.8	222.0	198.2	12.0
Hotels.....(payroll)	294.6	249.1	6.2	253.0	243.6	4.9
Total.....(total)	3,530	416.6	-15.3	24,849	28,222	-12.0
Industrial Placements.....(number)	2,460	316.3	-22.3	17,462	20,751	-15.9
Commercial Placements.....(number)	1,070	100.3	6.7	7,387	7,471	-1.1
<b>TRANSPORTATION</b>						
Freight Car Movements.....(number)	18,131	21,247	-14.7	146,042	181,249	-19.4
San Francisco Airport Traffic.....(no. planes)	6,589	6,716	-1.9	50,187	42,021	19.4
Express Shipments—Rail.....(no. passengers)	91,435	100,676	-9.2	580,605	606,578	-4.3
Express Shipments—Air.....(number)	207,300	277,906	-25.4	1,808,312	2,248,875(r)	-19.6
Air Mail Loaded.....(pounds)	17,473	17,133	3.1	149,310	144,934(r)	3.0
Air Express Loaded.....(pounds)	502,975	441,832	13.8	4,000,826	3,864,950(r)	3.5
Air Freight Loaded.....(pounds)	303,998	555,948	-45.3	3,139,849	2,464,622	27.4
Total.....(pounds)	876,900	—	—	4,647,561	—	—
<b>WORLD TRADE</b>						
Vessel Arrivals with Cargo.....(number)	338	290	16.6	2,595	2,470	5.1
Total.....(net registered tons)	1,643,663	1,363,312	20.6	12,326,442	11,334,532	8.7
Vessel Departures with Cargo.....(number)	339	298	13.8	2,610	2,556	2.1
Total.....(net registered tons)	1,628,663	1,342,830	21.3	12,453,008	11,441,908(r)	8.7
Exports.....(Value millions of dollars)	27.9(e)	44.7(f)	-37.6	166.8(g)	208.5(h)	-20.0
Imports.....(Value millions of dollars)	23.7(e)	78.1(f)	-203.8	122.3(g)	86.4(h)	41.6
<b>UTILITIES</b>						
Electric Energy Sales Index.....(k.w.hrs.)	179	181	-1.1	191	194	-1.5
Industrial and Commercial Gas Sales.....(cu. ft.)	1,177,896,700	1,118,018.5	5.4	10,149,368,400	10,074,187,500(r)	0.7
Water Consumers.....(net gain)	(d)	276	—	(d)	2,192	—
<b>NEW DEVELOPMENTS</b>						
Tourist and Settler Inquiries.....(number)	640	478	33.9	4,793	4,497	6.6
Bay Bridge Vehicle Crossings.....(number)	2,335,428	2,264,098	3.2	17,322,675	17,104,163	1.2
Golden Gate Bridge Vehicle Crossings.....(number)	871,248	823,643	5.8	5,619,114	5,292,620	6.2
<b>DAIRY RECEIPTS, FRUITS &amp; VEGETABLES</b>						
Milk.....(pounds)	3,211,922	2,586,935	24.1	19,980,658	21,519,382	-7.2
Cheese.....(pounds)	1,460,759	2,716,006	-46.2	11,800,208	13,093,022	-9.4
Eggs.....(cases)	78,495	75,078	4.6	739,132	818,867	-9.7
Poultry, Dressed.....(pounds)	822,140	1,057,388	-22.2	8,520,738	11,502,281	-25.9
Fruits and Vegetables.....(carlots)	(d)	2,229	—	15,121	15,121	—
<b>LIVESTOCK SLAUGHTER (b)</b>						
Cattle.....(total number)	153,414	169,428	-9.5	1,397,405	1,407,871	-0.7
Calves.....(number)	33,416	43,400	-23.0	304,311	333,460	-8.7
Sheep and Lambs.....(number)	11,939	14,895	-19.8	107,833	106,900	0.9
Hogs.....(number)	78,958	79,360	-0.6	663,190	599,828	10.6
Total.....(number)	29,101	31,773	-8.4	322,049	366,683	-12.2
<b>S. F. LIVING COSTS 1935-39 Avg.=100</b>						
Food.....(index)	221.6(e)	196.9(f)	12.5	217.5(g)	200.3(h)	8.6
Apparel.....(index)	190.8(e)	176.6(f)	7.9	188.0(g)	175.0(h)	7.4
Rent.....(index)	114.3(e)	106.6(f)	6.4	113.6(g)	108.3(h)	4.9
Fuel, Electricity and Ice.....(index)	83.1(e)	82.7(f)	0.5	82.8(g)	82.7(h)	0.1
Gas and Electricity.....(index)	72.7(e)	72.7(f)	0.0	72.7(g)	72.7(h)	0.0
Other Fuel and Ice.....(index)	126.9(e)	118.4(f)	9.0	121.8(g)	116.4(h)	4.6
House Furnishing Goods.....(index)	161.4(e)	155.1(f)	4.1	161.9(g)	152.0(h)	6.5
Miscellaneous.....(index)	158.7(e)	148.1(f)	7.2	156.0(g)	147.5(h)	5.8
All Items.....(index)	174.2(e)	159.3(f)	9.4	171.5(g)	160.0(h)	7.2

(a) These data are based on reports submitted to the Division of Labor

Statistics and Law Research, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) Not available for survey.

(e) June 1948 latest available.

(f) June 1947 latest available.

(g) First 6 months 1948.

(h) First 6 months 1947.

(i) Revised.

Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

## Getting Personal

Several new firms are beginning operations in San Francisco this week.

The **Charles E. Hires Company** of Philadelphia has begun operation of its new San Francisco bottling works. **I. H. Taylor**, San Francisco plant manager, reports a daily capacity of 6000 cases of 24 bottles each . . . **The House of Nine**, **Nathan Gealer**, owner, has opened an office at 212 Stockton Street. The firm sells women's apparel, size nine only . . . **S. Christian of Copenhagen**, featuring a full line of imported sterling, gold and silver jewelry and watches, is now in business on Union Square . . . **Nanco Company**, Army-Navy suppliers, have moved their West Coast Headquarters from Long Beach to San Francisco. General manager of the firm is **Ross Rundio**. They're at 521 Mission Street.

**John R. Marra** has been appointed Vice President of Operations of the Western Department of the **Railway Express Agency Inc.** with headquarters in San Francisco. Marra succeeds **Walter Reese** who takes charge of the Central Department at Chicago.

**Percy E. Roberts** was recently elected president of the **California Retail Grocers Association**. He is co-owner of **W. F. Roberts and Son Market** and a director of the Chamber's Retail Merchants Association.

**Bank of America** announces plans to open branches in Yokohama and Kobe, Japan. The firm already has branches in Tokyo and Manila.

"The Future of California Industry" was the subject of an address delivered by **G. L. Fox**, general manager of the San Francisco Chamber of Commerce, at a joint meeting of the northern and southern California Chapters of the **American Institute of Real Estate Appraisers** this week . . . Fox also spoke recently before the San Francisco Serra Club. He discussed "Bay Area Water Problems."

The Board of Directors of **United States Steel Corporation** will attend the opening of **Columbia Steel Company's** new multi-million dollar steel sheet and tin plate mill at Pittsburg, California, Thursday, October 21.

Headed by **Benjamin F. Fairless**, president, and **Irving S. Olds**, chairman of the Board, the group will arrive in San Francisco October 20.

## KPIX TV Cameras Arrive By Air



*On hand at San Francisco Airport for the arrival of television camera equipment for KSFO's television station KPIX were: Henry Eickhoff, vice chairman, Aviation Committee, San Francisco Chamber of Commerce; Chamber General Manager G. L. Fox; Chamber Aviation Manager Kenneth R. MacDonald; E. A. Whitehead, chairman of the Chamber's Industrial Development Committee, Electronics Section; Philip G. Lasky, KSFO-KPIX vice president and general manager; George T. Cussens, executive vice president, Flying Tiger Line, Inc.; and R. J. Newman, RCA sales engineer. The equipment was flown from RCA's Camden, New Jersey, plant via the Flying Tiger line for next month's television demonstration by KSFO-KPIX and Macy's.*

## San Francisco Gets Modern Fabrics Shop . . .

San Francisco's only downtown shop dealing exclusively in fabrics and sewing accessories opened last week at 178 Geary Street.

As "Sachs—Fashion by the Yard," the new firm will feature the fabrics of the leading domestic and foreign textile manufacturers.

### DISTINCTIVE FEATURES

For the display and handling of bolts of fabrics, specially designed fixtures

have been installed by Owner Roger E. Sachs, former director and head of the Knitwear Division of Koret of California. These include a combination of fluorescent and theatrical spotlights recessed in the ceiling to duplicate daylight illumination. A Pattern Bar has also been installed in the rear of the store.

Exterior features include a two-story window through which the complete interior, including the mezzanine, can be seen from the street.



# Bay Region Business

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Volume 5

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Number 42

## Reports

From The Chamber's

### WASHINGTON OFFICE

#### GOVERNMENT PROCUREMENT

Here are some tips to follow if you are interested in getting Government Business: The Department of Commerce has an extensive Government procurement program. They will soon release to all their Regional Offices a revised procurement manual. This book contains all of the procurement data for the 20 principal Government Agencies and Bureaus possessing procurement functions such as Army, Navy, Interior, Post Office, etc. There are 65 procurement divisions of these 20 Agencies.

San Francisco and Bay Area business firms should consult this procurement manual at the Department of Commerce's Regional Office in San Francisco. It tells you the following:

(1) The specific items purchased by all Departments of the Federal Government.

(2) The location of the Government procurement offices.

(Continued on Page 4, Col. 1)

## Industry Moves Ahead

### Western Crown Cork and Seal Opens New Plant; Chamber Aid Lauded

Formal opening this week of the new Bayshore plant of the Western Crown Cork and Seal Corporation marks another milestone in the growth and progress of the West.

The factory is an outstanding example of modern industrial architecture. Walls, made almost entirely of glass, assure ample daylight and fresh air throughout the factory. Together with the Los Angeles plant of the corporation, the new factory will manufacture crown corks, screw caps and other types of metal closures for users in the Western territory, Hawaii, Alaska and Northern Mexico.

#### CHAMBER AID PRAISED

Commenting on the new plant, Russell Gowans, president of Western Crown Cork and Seal, said:

"Construction of this new factory offers ample evidence of our confidence in the future industrial development of the West . . . I am particularly pleased to extend our sincere appreciation to the Industrial Department of the San Francisco Chamber of Commerce for its un-

(Continued on Page 4, Col. 3)

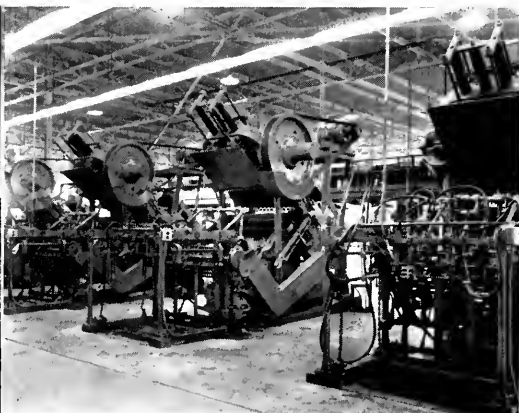
## School, Airport, Butano Forest Bonds Okayed

Strong support of school, airport and Butano Forest bonds was urged today by the Board of Directors of the San Francisco Chamber of Commerce.

The Board gave a qualified disapproval to the convention center, Hall of Justice and library bonds.

Acting on the recommendation of the Civic Projects Committee headed by Dwight L. Merriman and the Municipal Affairs Committee, with Belford Brown as vice-chairman, the Board unanimous-

(Continued on Page 4, Col. 2)



Picture at left is over-all view of Western Crown Cork & Seal's new Bayshore plant, which manufactures crown corks, screw caps and other metal closures. The punch presses shown at right stamp

out shells for crown corks from lithographed sheets of tin plate. Great care must be used to make certain that the precision-made cutting and forming dies register accurately with sheet decorations.

## Give the Kids a Break!

# Chamber Strongly Urges Passage of City's \$48,000,000 School Bond Issue

Vigorous support of the \$48,890,000 bond issue to modernize the San Francisco school system was pledged today by W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce.

## Mighty Nice Calves



Eva Lou Cox displays two youthful Holstein-Friesians to be exhibited at the Cow Palace's 1948 Grand National Livestock Exposition, Horse Show, Rodeo and Circus.

## New Building Underway For Grand National Show

Final preparations for the 1948 Grand National Livestock Exposition, Horse Show, Rodeo and Circus are being rushed to completion at San Francisco's Cow Palace, according to Carl L. Garrison, secretary-manager of No. 1-A District Agricultural Association.

The 1948 Grand National has been slated for October 29 through November 7.

"To improve the efficient operation of the Grand National's facilities for dairy cattle exhibitors, a University of California Model Grade-A milking barn is being constructed," said Garrison.

Also being rushed to completion are additional improvements to the \$6,000,000 Cow Palace plant, including an exhibitors' cafeteria, herdsmen's dormitory, warehouse, parking lot and road paving repairs.

Livestock entries for this year's show are up one-third over last year, Garrison reports.

The Chamber's Board of Directors last week endorsed the school bond issue.

### ENROLLMENT OUTSTRIPS FACILITIES

"We are faced with a great and immediate problem. The city has a school system which is not equipped to effectively handle the present number of students. Existing facilities were built to accommodate between 55,000 and 60,000 students comfortably, yet the 1948-49 enrollment is expected to be in excess of 70,000, with the peak still to come," Brawner said.

"Our children are the inheritors of the greatest legacy in history and that legacy is in turn a mandate to foster, develop and further the ideal that made this country an answer for independent men. It is a tremendous responsibility to equip coming generations to do a good job of solving their own problems and of understanding the problems of others. If we, as a community, do not meet this responsibility, we surely will directly contribute to the undermining of the fundamental structure of our community, our state, our nation, and in turn, the world. This business of education is a serious one and should be approached on that basis," he concluded.

## They're New But Old!

One of the newest members of the San Francisco Chamber of Commerce is one of the oldest insurance brokerages in San Francisco, Charles P. Gibbons & Son.

Originally established on Mission Street in 1865, the firm is now headed by Mrs. Milre L. Sperry, president and treasurer. Mrs. Sperry is the mother of the owner of the firm, Charles P. Gibbons, Jr.

George W. Rayhill serves as vice-president of the firm and W. A. Sherman is secretary. The offices are at 315 Montgomery Street.

## State Leads Nation In Home Building With 50% Increase

California led the national procession in home building in urban areas for the first six months of this year, according to a survey released today by the Research Department of the San Francisco Chamber of Commerce. (For more news on Housing, see page 4.)

Construction of 53,992 dwelling units was begun in the state during the first half of 1948, marking an increase of 50.5 per cent over the first half of 1947, and equalling the total of the next two ranking states.

The Chamber survey was based on information supplied by the National Association of Home Builders, the President's Economic Report and the Bureau of Labor Statistics.

### ONE-THIRD INCREASE

"A glimpse at the over-all housing picture throughout the nation indicates that the private home builders have their second wind and are getting ready to pile up a real score this year. Nearly one-third more dwelling units were built in the urban areas of the nation during the first six months than during the corresponding period a year earlier," Ralph B. Koeber, manager of the Chamber's Research Department, said.

Following California's lead, Texas was second in home construction with 30,764 dwelling units; New York ranked third with 21,584 dwelling units; Florida came next with 13,437 units; Pennsylvania had 13,354 units, and Ohio was sixth with 11,574 units.

### COSTS UP

The average dwelling unit cost in the nation during the first six months was 18.9 per cent above the first six months of 1947. Average dwelling unit cost in Texas was lowest at \$4,911 and highest in Ohio at \$8,341; while the average in California was \$7,064.

At the city level, Los Angeles chalked up a 78 per cent increase in the production of dwelling units, while San Francisco had a 24.6 per cent increase over the first six months of last year.

"It is interesting to note that not all home building in California is in the large urban centers. The City of San Mateo, for example, with a population of about 33,000—ranked fifth in the nation in June in value of residential permits and was led only by four major metropolitan centers, Los Angeles, New York, Chicago and Detroit," Koeber said.

The National Association of Home Builders estimates on the basis of federal reports that 86 per cent of the houses built during 1947 could be built by families with annual incomes between \$1,000 and \$5,000. This is figured on the basis that a family can afford a home costing 2½ times its annual income.

# Navy Week Special!

**Admiral Thomas C. Kinkaid, U.S.N.**

*Commander, Eastern Sea Frontier*

Will Discuss

## "THE NAVY LOOKS AHEAD"

Admiral Kinkaid commanded the Task Force in battles of the Coral Sea, Midway, Santa Cruz, Guadalcanal and the Solomons, and served as commander of the North Pacific Fleet, Aleutian Area, Southwest Pacific Force and Seventh Fleet.



### SPONSORS:

San Francisco Chamber of Commerce	Marine Exchange
S. F. Junior Chamber of Commerce	Propeller Club, Port of S. F.
Navy League of the U. S.	San Francisco Commercial Club
World Trade Association	

At a "Navy Day" Luncheon  
Wednesday, Oct. 27, 1948  
In the Commercial Club

SAN FRANCISCO CHAMBER OF COMMERCE  
333 Pine Street, San Francisco 4, California

Please reserve.....place(s) for me at \$2.00 each  
at luncheon featuring Admiral Thomas C. Kinkaid on Wednesday,  
October 27, 1948, in the San Francisco Commercial Club at 12 noon.

(Kindly enclose self-addressed envelope for forwarding tickets.)  
(Telephone reservations accepted.)

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*Please  
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Reservations  
EARLY!*

Price—\$2.00 per plate  
(tax included)

## Chamber Urges 'No' Vote On Housing Bill

Opposition to Proposition #14 on the November 2 ballot dealing with housing came today from the Board of Directors of the San Francisco Chamber of Commerce.

This measure, known as the Housing Amendment of 1948, would create a state housing agency and authorize the State to guarantee obligations of and furnish operating subsidies to public housing authorities.

Action of the Board followed a recommendation by the Chamber's Civic Projects Committee, headed by Dwight L. Merriman.

### REASONS GIVEN

Merriman cited the following points:

1. There is no assurance that the neediest families will receive its benefits;
2. The bill prohibits action relating to this measure by the people's elected representatives for the next ten years. Such procedure is not only undemocratic, but undesirable, because of the possible development of great economic changes and advances in building techniques in this period;
3. At a time when critical shortages exist in manpower and materials, the development of this program could not fail to create additional inflation of material and manpower prices; and
4. Inasmuch as machinery already exists for administering low income housing facilities, there is no reason for creating another state agency for this purpose at an annual administrative cost of some \$750,000 in state funds.

**HOUSING CONSTRUCTION UP**  
Merriman pointed out that construction of lower cost housing units is on the increase, with 3000 such units either under construction or ready to start within the next 90 days in Contra Cost and Alameda counties and the San Francisco peninsula.

He added, "The task of housing in California is being done in an outstanding manner through private enterprise. Passage of this measure would place the state in direct competition with industry." (For news of private enterprise in housing, see Page 2.)

Washington Reports . . .  
(3) Full details on these purchases. This centralizing of all procurement information and data in the Department of Commerce should help both Government Agencies and business firms.

Keep in mind that the Federal Government is interested primarily in purchasing end products. For that reason Uncle Sam deals more often with prime contractors. To help sub-contractors get Government business indirectly the procurement agencies urge prime contractors to make known to the "subs" what work they have available.

## District Merchants Program Renewed



Left to right: Herbert Beckner, president, Marina Merchants Association; Marjory King, contact executive, Walter Landor & Associates, and Ray McConnell, vice president, Retail Merchants Association of the San Francisco Chamber of Commerce. Occasion was the first meeting in a new series of the Chamber-district merchants program of luncheon meetings, which is celebrating its third year.

### Bonds (Cont'd)

ly approved the \$48,890,000 school bond measure designed to provide additional school facilities during the next five years.

The \$8,600,000 airport bonds were approved by the Chamber July 29.

Board action was also unanimous concerning expenditure of \$250,000 toward preserving Butano Forest as a recreational area.

### CONVENTION HALL

In opposing the \$15,000,000 convention hall bonds, Merriman said:

"The Civic Projects Committee voted against the project at this time, feeling that more exact plans and information should be supplied before proper study of the merits of the proposal could be undertaken.

### Western (Cont'd)

ceasing efforts in helping us acquire the site of our new plant and working closely with us on the many problems dealing with its construction. The Chamber was very instrumental in expediting the entire project."

Construction began in June, 1947. The factory covers an area of 250,000 square feet. San Franciscan Albert F. Roller, A.I.A., was the architect on the job. Construction was handled by Barrett & Hilp, a leading San Francisco firm. The new plant employs 400 people.

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## West's First Licensed Helicopter



*George C. Tenney, vice president of the San Francisco Chamber of Commerce, and chairman of its Aviation Committee, watches as Howard R. White of the Civil Aeronautics Administration presents an airworthiness certificate to Stanley Hiller Jr. (center), president of United Helicopters, Inc., of Palo Alto. Hiller's Helicopter Model 360 was certified safe for commercial operation and authorized for sale as a passenger-carrying vehicle.*

## Housing

### State Production May Hit Half Million

Housing production in the non-farm areas in California during 1948 will amount to about 210,000 dwelling units if the rate of starts during the first 7 months of 1948 in the urban areas is maintained throughout the non-farm areas this year, according to a study made by the Research Department of the San Francisco Chamber of Commerce.

#### HALF MILLION POINT

This would be about 65,000 more starts in 1948 than during 1947 and would carry the total since VJ-Day beyond the half million mark, according to the Chamber report.

The term non-farm areas is used to describe all housing except farm housing. It covers urban and suburban construction.

Dwelling units provided in the non-farm areas of California from 1941 through 1946, reported by the Federal Home Loan Bank, were as follows:

1941.....	97,900
1942.....	77,400
1943.....	58,100
1944.....	46,500
1945.....	53,800
1946.....	136,000

"Allowing 145,400 for 1947—so estimated by the U. S. Department of Labor, and 210,000 for 1948—we find that provisions for approximately 825,000 dwelling units have been made since 1940.

"With the excellent showing since the war, the principal need in most metropolitan areas in California now is for a greater percentage of rental units. With the restrictions removed on new rental type units a year ago, and other encouragement offered by the 80th Congress, the outlook for this type of dwelling unit is more favorable now than at any time during the past decade," said Ralph B. Koerber, manager of the Chamber's Research Department.

## Columbia's Only Tin Plate Mill Opens at Pittsburg

United States Steel's western expansion program shifts into high gear today with formal opening of the new cold-reduction sheet and tin plate mill at the Pittsburg plant of its Western subsidiary, Columbia Steel Company.

#### FOR WESTERN USE

The multi-million dollar mill's modern equipment is expected to produce an estimated 325,000 net tons of sheets and tin plate for western industry annually.

Upon completion of the current con-

version of U. S. Steel's Geneva plant to peacetime output, the Pittsburg mill will receive hot-rolled coils of semi-finished steel from Utah for processing into cold-rolled sheets and tin plate for cans and containers.

Addition of the new rolling capacity at the Pittsburg plant will, according to company officials, make a substantial amount of California-made steel formerly utilized in hot-rolling operations available for increased production of numerous other products such as nails, wire rope, barbed wire and other wire mill products; for merchant bars, reinforcing bars and bar shapes.

## Traffic Director

# Chamber Claims Proposed Traffic Bureau Would Be 'No Improvement'

Opposition to Charter Amendment M, establishing a director of traffic, was voiced today by the Board of Directors of the San Francisco Chamber of Commerce.

Charter Amendment M would establish a Bureau of Traffic Engineering and Administration, a director of traffic, and a chief of inspectors within the Police Department.

## 'No' Vote Urged On Bill to Increase Aged and Blind Aid

Opposition to Proposition #4, a state constitutional amendment concerning aged and blind aid, was voiced today by the Board of Directors of the San Francisco Chamber of Commerce.

### OPPOSING ARGUMENTS

Robert M. Gane, chairman of the Chamber's Tax Committee, listed the following arguments against the measure:

1. The amount of aid should not be frozen into the constitution. It should be left with the Legislature, where change in accordance with economic difficulty is less difficult. (The measure proposes to increase maximum aid from \$60 to \$75 monthly for aged persons and from \$75 to \$80 monthly for blind persons.)
2. Any proposal which names its sponsor as administrator of its provisions if enacted is a dangerous one. (The measure makes the Director of the Department of Social Welfare an elective office and names the first Director.)
3. Old age and blind aid, together with the costs of administration, are made a first lien against all monies in the State Treasury.
4. It increases taxes \$125,000,000 next year in California—an average tax increase of \$42 for every family. Within twelve years, taxes will be increased by \$235,000,000 a year.
5. It violates all principles of states' rights by giving authority to Congress or the Federal Security Administration in Washington to amend our State Constitution without a vote of our own people.

## San Francisco Gets First Danish Silver Shop . . .

Products of Denmark's merchant craftsmen are now available in San Francisco with opening of S. Christian of Copenhagen, Incorporated's new store on Union Square.

The shop, which is the firm's first

to be established in America, specializes in imported sterling, gold and silver jewelry, watches and handmade silver services.

Managing director of the new enterprise is Harold F. W. Blom.

## Getting Personal

Arthur H. Abel, Port Manager and Chief Engineer of the Port of Oakland, has been elected first vice-president of the American Association of Port Authorities, according to word received from the thirty-seventh annual convention of the association at Montreal, Canada.

A low bow in the direction of the Chamber came this week from the Tholson Company, San Francisco import-export firm.

Writing to the World Trade Department, Ben Blumenthal of that firm said, in part:

"... I would like to express to you and your staff our deepest appreciation for your very excellent cooperation in our recent import license matter... It is very gratifying to be a member of a civic Chamber of Commerce which puts forth such a matchless effort on behalf of San Francisco and its business concerns."

Congratulations are in order for the General Appliance Company, headed by Carl O. Hagstrom, on the opening of a new appliance store at 369 Fell Street... another expansion for an established San Francisco firm!

Standard Oil Company of California announces two new staff appointments... Allison J. McNay has been named supervisor of a new education division in the public relations department... and F. C. Boler has been selected as manager of a newly created Office Buildings Department.

A recent edition of the New York Times Magazine has an interesting report on per capita income in San Francisco. The Times (and the Bureau of Labor Statistics) reports: "... Since the end of the war, the states of California and Washington have been at or above the level of New York and Connecticut, the traditional leaders in average incomes. San Francisco, with steel mills and clothing plants dotting the country back of the Golden Gate, has a per capita income of \$2,326, by far the highest in the nation."

Additions to Chamber committees... Carl M. Hansen, Jr., Sky Coach Limited, to the Aviation Committee... Robert T. LeFevre, LeFevre Investments Co., and C. G. Walker, General Petroleum Corporation, to the Municipal Affairs Committee... L. E. Bourquin, General Petroleum Corporation, to the Agricultural Committee.

## Navy's Future Plans To Be Told Here

Climaxing a round of Navy Week activities, Admiral Thomas C. Kinkaid, Commander of the Eastern Sea Frontier, will speak at a special Navy Day luncheon at the Commercial Club, Wednesday, October 27.

Sponsoring the luncheon will be the Club, the San Francisco Chamber of Commerce, Marine Exchange, World Trade Association, Junior Chamber of Commerce, Propeller Club, and Navy League of the United States.

"The Navy Looks Ahead" will be the subject of Admiral Kinkaid's speech.

### IMPORTANT COMMANDS

In 1942, Admiral Kinkaid commanded a Task Force in the battles of the Coral Sea, Midway, Santa Cruz, Guadalcanal and the Solomons. In 1943, he served as commander of the North Pacific Fleet and of the Aleutian Area. Following these assignments he commanded the Southwest Pacific Force and the Seventh Fleet.

Reservations for the luncheon can be made through the Chamber's Public Affairs Department, EXbrook 2-4511, Extension 43.

## Vet Tax Exemption Bill Opposed Here

Opposition to State Proposition #1 concerning veterans' tax exemption was voiced today by the Board of Directors of the San Francisco Chamber of Commerce.

The proposition would amend the State Constitution to provide that veterans' present \$1,000 property tax exemption and \$5,000 property ownership limitation be determined according to the "assessed" value of the property.

### ASSESSED VALUE BASIS UNSOUND

Against the measure, Robert M. Gane, chairman of the Chamber's Tax Committee, pointed out that:

1. Few, if any, assessors in the State are using true value in determining whether or not a veteran is eligible for exemption;

2. Since this is a community property state, married veterans are able to double their exempt amounts, which on an assessed value basis would exempt an amount of wealth not commensurate with the intention of the original law;

3. While assessors are able to check fairly accurately a veteran's assets within the state in instances of suspected perjury, it isn't possible for them to check those owned outside the state; and

4. The number of veterans' claims is increasing greatly, making it obvious that the total of exempted property will run higher in years to come.

## 1949 BATE Gets Okay



Official kickoff for the second annual Bay Area Industrial Exposition, to be held in Oakland, June 4 through 12, 1949, occurred on October 6 with Mayor Elmer Robinson of San Francisco and Mayor Joseph Smith of Oakland (seated) putting their stamp of approval on the plan. Shown with the mayors are (left to right): Richard L. Grodin, president, Oakland Junior Chamber of Commerce; William Gallagher, president, San Francisco Junior Chamber; and Oscar Fisher, Jr., chairman of the board, BATE, Inc.

## Urge 'Yes' Vote on 'B' For Airport Completion

Endorsement of the \$8,600,000 airport completion bond issue on the November, 1948, San Francisco ballot, was given today by the Bay Area Aviation Committee, representing 56 civic and business organizations throughout the 10 counties of the Bay Area.

### AIRPORT COMPLETION NECESSARY

Fred L. Ellsworth, committee chairman, declared the action was taken in the belief that "San Francisco's airport is of tremendous economic and social importance to the entire Bay Area and must be completed by passage of this bond issue."

Failure of the bond issue, Ellsworth asserted, will result in San Francisco and the Bay Area being "relegated to a position of comparative unimportance in the development of this area as the capital of air transportation on the West Coast."

## Abuses Foreseen if Liquor Bill Is Passed

Vehement opposition to State Proposition No. 12 came today from the Board of Directors of the San Francisco Chamber of Commerce.

The measure provides for local rather than state control of intoxicating liquors.

Commenting on the measure, Chamber President W. P. Fuller Brawner said:

"The requirement that local, city and county governments either approve or disapprove all liquor sale licenses proposed by the State Board would inject unnecessarily into local politics all the problems and endless controversy involved in liquor control."

Brawner cited two main reasons for Board opposition to the measure:

1. The measure would unnecessarily create controversy and special problems in city and county governments throughout the state.

2. Any abuses which exist in our present system of liquor control should be corrected on a statewide uniform basis.

*Reports  
From The Chamber's*  
**WASHINGTON OFFICE**

**GOVERNMENT PROCUREMENT**

*(This is the second half of an article begun last week on how businessmen can participate in the government's purchasing program.)*

Government procurement Agencies emphasize that business firms be more specific and spell out in more exact terms what their facilities, technical know how, services and supplies are which they offer to Government. This is particularly important when applying for research and development contracts.

Business firms should first acquaint themselves with the exact Government specifications of a service or product. A detailed list of specifications for all Government procurement items is available in San Francisco at the Department of Commerce's office.

The Atomic Energy Commission and the United States Air Force have substantial funds for research and development contracts. If Bay Area firms have technical know how and laboratory facilities they should make known this information to the following offices if they wish to apply for this type of work:

(1) Director of Logistics, General Staff, U. S. Army, Washington 25, D. C.

(2) Chief, Material Division, Navy Department, Washington 25, D. C.

(3) Deputy Chief of Staff, Material Department of Air Force, Washington, D. C.

(The aircraft industry is now embarked on its largest peacetime program and the Government is planning to spend nearly 5 billion dollars during this fiscal year to expand our air force.)

**BUSINESS SURVEY**

Questionnaires have been sent to 34 registered corporations in the San Francisco Bay Area for an important survey being conducted by the Securities and Exchange Commission.

The questionnaires request information on plant and equipment expenditures of U. S. business for the third quarter of 1948 and anticipated plant and equipment expenditures for the forthcoming two quarters.

When the replies are received from all parts of the United States, the agencies blow up the samples according to the best standard statistical practice, so that the composite figures obtained are as accurate as possible.

Those firms which desire to receive the SEC surveys should write the Chamber's Washington Office to be placed on the mailing list.

**Ballot Propositions****Chamber Gives Stand on Nov. 2 Measures****Fishing Initiatives**

A "No" vote on two state initiatives dealing with commercial fishing was urged today by the Board of Directors of the San Francisco Chamber of Commerce.

Proposition #6 would amend the Fish and Game Code to prohibit all commercial fishing from San Francisco Bay and its tributary waters for the purpose of establishing those waters as recreational fishing areas.

Proposition #15 would prohibit use of purse nets and round haul nets for fishing in ocean and tide waters of the State south of the line extending due west from Point San Simeon in San Luis Obispo County.

The following arguments against Proposition #6 were listed by A. H. Johnston, chairman of the Special Projects Section of the Chamber's Industrial Committee:

1. The utilization of a wild life resource such as fish can best be accomplished by reasonable regulation subject to variation in accordance with existing conditions;

2. The freezing of hard and fast limitations into the State Constitution would prohibit the use of regulatory procedures generally accepted nationally;

3. Such broad restrictions are not only unnecessary at present, but would result in a waste of natural resources, a reduced food supply and increased living costs in the area.

In opposing Proposition #15, Johnston cited the following points:

1. The measure would not necessarily effect conservation of the fish supply, as maintained, since the fish involved are migratory and move in and out of the three mile limit covered by measure;

2. Use of the initiative procedure to fix rigidly in the State Constitution procedures usually accomplished nationally on a regulatory basis is an improper approach to the problem; and

3. Studies now underway by the State should be completed as the first step toward analyzing and solving the problem, and before any broad restrictive action is taken.

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**Legislators' Compensation**

Endorsement of State Proposition #5 concerning compensation of legislators came today from the Board of Directors of the San Francisco Chamber of Commerce.

This amendment to the State Constitution would eliminate the present provision that members of the Legislature shall receive salaries of \$100 a month and would enable them to determine their own rate of compensation.

Speaking in favor of the measure, Robert M. Gane, chairman of the Chamber's Tax Committee, cited the following arguments:

1. Legislators' salaries were set at the present rate more than 20 years ago when the expense of attending sessions was a great deal less than it is today;

2. The present rate is a hardship on legislators whose business needs their supervision and on younger members whose personal income is not yet high enough to permit them to spend months at a time in Sacramento;

3 Many legislators are required to conduct state business without compensation on many occasions when the Legislature is not in session.

Said Gane, "The present compensation of legislators is low in proportion to the task they are expected to perform and to the expenditures they are required to make in performance of their duty."

He pointed out that there are good precedents nationally and statewide for public opinion acting as an effective brake on any tendency of the Legislature to raise their compensation to a point that would be out of line.

**Governorship Succession**

Endorsement of Proposition #9 concerning succession to the governorship came today from the Board of Directors of the San Francisco Chamber of Commerce.

In recommending endorsement of the proposition, Dwight L. Merriman, chairman of the Chamber's Special Projects Committee, pointed out that the language of the existing provisions regarding succession to governorship is ambiguous.

"The proposed amendment would clarify the order of succession and covers almost all contingencies," he declared.



# Bay Region Business

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## Reports

From The Chamber's

### WASHINGTON OFFICE

#### U. S. MOBILIZATION PLANS

Now that the Joint Chiefs of Staff have presented their over-all strategic defense plan, the nation's military planners have set November 15th as the date when a spot-check of U. S. mobilization requirements will be completed.

The 250 vital items to be checked have been selected in a manner that will enable mobilization chiefs to determine whether adequate supplies of critical materials will be available and if major industries can produce the equipment required. Plant capacity, materials and labor requirements will be surveyed in this first test check.

If the spot-check shows the defense plans to be practical, the Army, Navy and Air Force will develop more detailed estimates of their needs for a larger list of materials and equipment. Final results will enable planners to know how much additional steel, copper, aluminum, chemicals, and electric power the nation will require. Finally, individual companies will be informed in specific terms what each will do in the event of war.

#### COTTON ACREAGE ALLOTMENT

The San Francisco Chamber of Commerce recently went on record opposing possible reduction in the allocation of California's cotton acreage.

Fortunately for California, which would have faced a possible reduction of 50 per cent in cotton acreage allotment, the Secretary has announced that there will be no cotton marketing quotas for the 1949 crop.

Before recommendations on any proposed legislation are made to Congress, the suggestions of all the cotton-producing states will be sought. E. D. Bell of the Production and Marketing Administration of the U. S. Department of Agriculture will be in Berkeley from October 29th to November 1st to meet with State officials and cotton producers to obtain their recommendations.

This report from the nation's capital is prepared each week by Alexander von Hafften, manager of the Washington Office of the San Francisco Chamber of Commerce.

## 'Keep Balanced Legislature,' Chamber Asks; 'Vote No On Proposition 13'

A "No" vote on State Proposition #13 concerning Senate re-apportionment was strongly urged today by the Board of Directors of the San Francisco Chamber of Commerce, one of the first organizations to take a stand on this measure.

#### POPULATION BASIS

The proposal would amend the State Constitution to reapportion the State Senate on a population basis rather than on a county or sectional basis as at present.

Commenting on the measure, W. P. Fuller Brawner, Chamber president, and member of the Northern California Committee Against Proposition No. 13, said, "Our present law, which gives each section of the State a proportionate voice in the Senate, provides the system of legislative checks and balances necessary for representative government.

"Under the proposed amendment, Senate voting control would be held by the State's three largest industrial centers, leaving the 54 rural counties without any voting power.

"A 'No' vote on Proposition No. 13 is a vote for the State's welfare," he declared.

### State Payment Local Tax Losses Opposed

A "No" vote on Proposition #18 concerning state payment of local governments' tax exemption losses was urged today by the Board of Directors of the San Francisco Chamber of Commerce.

This measure would amend the State Constitution to provide local governments with state funds for revenue lost through veterans' and welfare property tax exemptions.

The Board listed the following arguments against the measure:

1. It would add another large expenditure that would be fixed in the State's Constitution over which no control could be maintained;
2. It divorces tax collecting from tax spending;
3. By precedent, there is little likelihood that tax levies of local governments would be decreased by the amount of the return received if this proposal is enacted.

## In Memoriam

HAROLD B. MILLS

The death of Harold B. Mills, manager of the Public Affairs Department of the San Francisco Chamber of Commerce, "is a

deep personal loss to the staff and directors of the Chamber," General Manager G. L. Fox said here this week.



"During his six and a half years service in

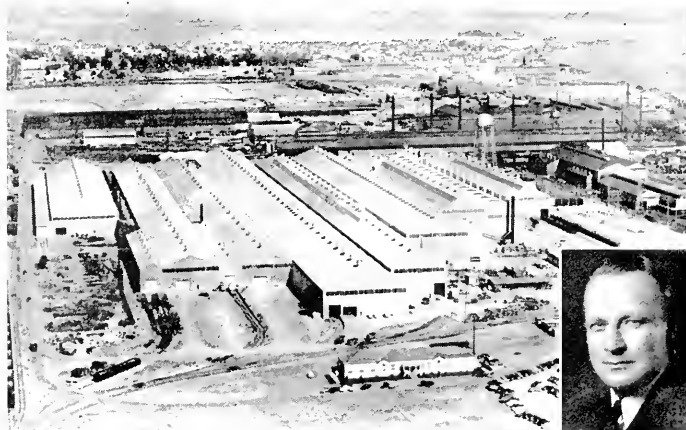
the Chamber, he endeared himself to his associates through his warm and understanding personality and his personal integrity.

"He has gained the respect of civic leaders and businessmen alike for his untiring efforts toward community development.

"Few men have made so many friends during their careers."

As manager of the Chamber's Public Affairs Department, Mills served as secretary of the Military and Naval Affairs Committee, Traffic and Highway Committee and Fire Safety Committee. He was also the Chamber's representative at City Hall.

## New Stimulus to Western Industry



*Shown above is Columbia Steel Company's new multi-million dollar sheet and tin plate mill at Pittsburg, California, which opened last week for production of cold-reduced sheets and tin plate for Western consumers. In the inset is Alden G. Roach, president of Consolidated Western Steel Corporation, who will assume the presidency of Columbia November 15.*

## French Industries To Show Wares Here

San Francisco will hoist the French tri-color Wednesday, November 3, when "France Comes to You", French government-sponsored trade and travel exhibit, makes its local debut in the Concert Room of the Palace Hotel.

### MANY ACTIVITIES PLANNED

The exposition will be the focal point for almost two weeks of French cultural and social activities, including concerts, art exhibits, folk song and dance recitals, plays, lectures and city-wide window displays.

Marking the revitalizing of trade between France and the United States, "France Comes to You" will display many samples of merchandise bearing the "Made in France" labels but purchasable locally. These include perfumes, china, glassware, wines, automobiles, textiles, foods and other items.

The exhibit will be open to the public daily beginning at 8 p.m. Wednesday, November 3, and thenceforth from 10 a.m. to 10 p.m. until it closes the evening of November 10.

## Fish and Game Bill Gets New Backing

Endorsement of State Proposition No. 19 concerning the Fish and Game Commission came this week from the Board of Directors of the San Francisco Chamber of Commerce.

The measure amends the State Constitution to allow each member of the Fish and Game Commission to continue in office after expiration of his term and until appointment and qualification of his successor. At present these terms of office expire based on calendar date of appointment.

A. H. Johnson, chairman of the Chamber's Special Projects Section, pointed out that the present law has resulted in inability to obtain a full Commission attendance at meetings and a lack of a quorum in some important hearings, thus preventing appropriate action.

"This measure not only fits into the general need for insuring an authorized quorum at Commission meetings, but also is coordinated with the general program for revision of the state organization of existing Commissions and Departments," he said.

## Getting Personal

The Chamber's Washington Office reports that Glenn Harris of Richvale, California, has recently been appointed a member of the Board of Directors of the Commodity Credit Corporation.

Wilson Brothers recently opened a new men's wholesale clothing store at 88 Third Street.

Speaking at the opening, George C. Layman, national president of the firm, said:

"We're optimistic about the population influx out here. Our firm anticipates much wider distribution."

Wilson's West Coast headquarters has been in San Francisco for the past 20 years.

Two bay area men have been appointed to the national Scrap Industry Committee by Secretary of Commerce Charles Sawyer.

They are Paul Learner, The Learner Company, Alameda; and Marshall Shapiro, California Metals Company, Oakland.

Newly elected officers of the Association of American Chamber of Commerce Executives chosen in Philadelphia recently are: president, W. N. Blanton, Houston Chamber of Commerce; vice-president, W. H. Book, Indianapolis Chamber of Commerce; secretary-treasurer, William H. Press, Washington, D.C. Board of Trade.

Russell E. Pettit, general manager of the San Jose Chamber, was one of four directors elected.

In the eyes of one South American, the U. S. Good Neighbor policy seems to be working smoothly, at least as far as the San Francisco and Chilean Chambers of Commerce are concerned.

Adolfo Ibanez R., president of the Central Chamber of Commerce of Chile, recently wrote a letter of thanks to the World Trade Department of the San Francisco Chamber for the assistance concerning fruit research given Mauricio Espaliat, Latin agricultural engineer.

Sr. Ibanez said:

"... The program of cooperation employed by the San Francisco Chamber of Commerce is the most effective and convincing proof that the 'Good Neighbor' policy of the United States is not a mere phrase; constant and generous cooperation, especially in the form of positive training programs presented to our Latin American countries, is a great factor in improving our production and raising our standard of living... as well as creating a feeling of understanding and friendship toward the United States".

Municipal and State

BALLOT MEASURES

Following are the recommendations of the Board of Directors of the San Francisco Chamber of Commerce on local and state ballot measures to be voted on November 2.

The Board's decisions were reached after long and careful examination of both sides of all issues, as well as extensive hearings by Chamber committees concerned with these subjects.

Ballot cards outlining the Chamber's position are available on request.

STATE PROPOSITIONS

Prop. No.	Subject—	Vote
1	Veterans Tax Exemption . . .	NO
2	Local Control, Enforcement of Intoxicating Liquors . . .	NO
3	Railroad Brakemen . . .	YES
4	Aged and Blind Aid . . .	NO
5	Compensation of Legislators	YES
6	Regulation of Commercial Fishing . . . . .	NO
7	Residence of Voters . . .	YES
8	Superior Judges Vacancies .	YES
9	Succession to Governorship	YES
10	Initiatives . . . . .	YES
11	Municipal Charters . . .	NO
12	Local Control of Intoxicating Liquors . . . . .	NO
13	Senate Reapportionment .	NO
14	Housing . . . . .	NO
15	Fish Nets . . . . .	NO
16	Chiropractors . . . . .	NO
17	State Civil Service Exemptions . . . . .	YES
18	State Payment of Tax Exemption Losses . . . .	NO
19	Fish and Game Commission	YES

CITY AND COUNTY PROPOSITIONS

Ballot Item	Subject—	Vote
A	Schools . . . . .	YES
B	Airport . . . . .	YES
C	Hall of Justice . . . . .	NO
D	Convention Center . . . .	NO
E	Libraries . . . . .	NO
F	Butano Forest . . . . .	YES
G	Annual Vacations . . . . .	NO
H	Park Lands . . . . .	YES
I	Municipal Court . . . . .	YES
J	Deposit of Public Funds . . .	YES
K	Municipal Court Judges . . .	YES
L	Superior Court Appointments .	YES
M	Traffic Bureau; Chief of Inspectors . . . . .	NO
N	Pensions . . . . .	YES

# Industrial Expansion

## September

Northern California's 49 industrial expansions and new ventures for September show an expenditure in that area of over \$10,000,000, according to tabulations released today by the Industrial Department of the San Francisco Chamber of Commerce.

Thirty-two expansions of existing plants representing an expenditure of \$8,873,800 and 17 new plants to cost \$1,981,500 were reported.

The Bay Region (12 Counties) accounted for 30 expansions with an investment figure of \$6,973,800 and 13 new ventures to cost \$906,500.

San Francisco City and County's projects totaled 12 expansions to cost \$3,927,800 and 4 new ventures for an additional \$18,500 in capital outlay.

Through September, 1948, tabulations show as follows:

<b>• San Francisco</b>		
62 expansions	\$10,055,000	1,318 jobs
44 new plants	1,218,500	423 jobs
<b>• Bay Region (12 Counties)</b>		
106 projects	\$11,273,500	1,741 jobs
172 expansions	\$59,211,700	
175 new plants	17,204,400	
<b>• Northern California</b>		
192 expansions	\$67,834,700	
199 new plants	22,479,400	
391 projects	\$90,314,100	

Some new developments for September were:

The expansions of the **Reliance Trailer & Truck Company's** plant at 2765-16th Street, San Francisco, at an approximate cost of \$75,000.

The removal of **Joe Balestrieri & Company's** cannery from the foot of Hyde Street in San Francisco to Pier 92. This expansion will entail an expenditure of some \$30,000.

The **Bruning Refrigerator Company**, manufacturers of refrigerating equipment, is a new project located at 2199 Folsom Street. The new company has expended some \$10,000 so far in the development.

The **F. S. Buckley Door Co.**, at 1698 Evans Street, San Francisco, is expanding its operation with an expenditure somewhat in excess of \$25,000.

## Fillmore Problems Discussed



Left to right: Ray McConnell, vice president, Retail Merchants Association of the San Francisco Chamber of Commerce; Matthew Boxer, president, Fillmore Street Merchants Association; Marjory King, Walter Landor & Associates; Otto Van Duyn, president, Upper Fillmore Merchants Association; and R. J. Barbieri, Chamber director. Occasion was the second in the 1948 series of Chamber-district merchants luncheon meetings.

## Domestic Trade Tips . . .

**D-7033**—UPTON HOUSE COOLER CORPORATION, 242 S. W. 34th St., Miami 36, Florida, wishes to contact a local manufacturer who would be interested in manufacturing and distributing their already proven heating and cooling unit under an exclusive license arrangement in California.

**D-7031**—FREDERIC BLANK & CO., 230 Park Avenue (at 46th St.), New York 17, N. Y., manufacturers of a sunfast, fire resistant, crack preventing wall covering used in decorating interior walls and ceilings, seeking a firm in San Francisco to act as exclusive distributor for the retail trade in this area.

**D-7035**—J. R. ODELL, 1288 39th St., San Francisco, Calif., wishes to contact local manufacturers wishing additional representation. Experience includes sales director for a large European shoe factory and sales experience in other European firms doing business throughout the world.

**D-7036**—Needlecraft Industries, Inc., c/o Robertson & James, attorney at law, West Third St., Owensboro, Ky., seeking a representative in San Francisco now calling on retail stores to carry their line of handmade infants' wear, housecoats, evening coats, bed jackets, card table covers, etc., specializing in quilted or appliqued designs.

**D-7037**—WARNER LEWIS COMPANY, Box 3096, Tulsa 8, Okla., seeking a manufacturer's

agent in San Francisco to handle their new cutting oil on a commission basis.

**D-7038**—JAEKLI-ZWICKER MFG. CO., INC., 45 West 34th St., New York 1, New York, national distributors for Austrian Schiffli laces, embroideries, handkerchiefs, table runners, etc., seeking a representative to carry these lines to the trade on the West Coast.

**D-7039**—SUPERB-BRONZE & IRON CO., INC., 3064-2988 Atlantic Avenue, Brooklyn 8, N. Y., seeking a manufacturer's agent familiar with the building material trade and construction industry to offer their architectural metal work to interested firms.

**D-7040**—PIONEERS, INC., 2411 Grove Street, Oakland 12, California, manufacturers of a powdered battery rejuvenator, interested in securing distributors in San Francisco familiar with the automotive and heavy industries to distribute their product.

**D-7041**—Contact WOLFE ENTERPRISES, INC., 48 So. Raymond Avenue, Pasadena 1, California, regarding materials and merchandise manufactured in California in women's hobbies and handicraft line, suitable for mail-order distribution throughout the United States.

**D-7042**—MASTER PNEUMATIC TOOL COMPANY, INC., 2108 Keith Bldg., Cleveland 15, Ohio, desires to contact an experienced factory representative of mechanical background to handle their line of portable pneumatic tools in the San Francisco area.





# Bay Region Business

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## 'France Comes To You'



*Such famous French products as textiles and perfumes are shown above in a portion of a French-government sponsored trade and travel exhibit which opened yesterday in the Palace Hotel. The exhibit will be open daily through November 10.*

## Hearing Asked on Proposed Rail Rate Hike

Opposition to granting of an increase in rail freight rates without a hearing came this week from the Board of Directors of the San Francisco Chamber of Commerce.

At the same time, the Board urged that hearings be held at the earliest possible date by the I.C.C.

Board action followed filing of an application by the U.S. railroads for an eight per cent increase, with exceptions on a few commodities. Since then the railroads have filed another application, asking for a 13 per cent increase with authority to put interim increases into effect on one day's notice pending hearing and determination of the original petition. First hearing is November 30.

Commenting on the railroads' action, Daniel E. Koshland, chairman of the Shippers Traffic Committee of the Chamber, said, "The committee believes that no increase should be allowed to go into effect without a complete hearing."

## Chamber Okays Dime Streetcar Fare

Approval of a straight ten cent street railway fare effective December 1 was voiced this week by the Board of Directors of the San Francisco Chamber of Commerce.

Board action was taken upon the recommendation of the Chamber's Civic Projects Committee. The committee discussed the problem earlier in the week with Philip F. Landis, president of the Public Utilities Commission, and James H. Turner, manager of utilities.

### CHAMBER TESTIMONY

A representative of the Chamber appeared before the Board of Supervisors, November 1, in support of this position.

Commenting on the action of the Board, Lloyd Graybiel, acting chairman of the Civic Projects Committee, said:

"The principles of good management require that the street railway system be operated upon a self-supporting basis. Failure to do so may curtail or prevent future needed improvements."

## Rail And Ship Movements Drop Here; Air Freight Up

Month-long strikes in the refinery and maritime industries in the Bay Area had marked effect in the Bay Area transportation field during September, as shown by a study released today by the Research Department of the San Francisco Chamber of Commerce.

Freight car movements in the San Francisco-Oakland switching limits dropped 16.6 per cent; ship arrivals fell off 50 per cent; and ship departures 57 per cent, according to the report.

While rail and ship activity showed a sharp decline, there was an increase in airport activity, the study reveals. Traffic at San Francisco Airport during September numbered 6,775 planes in and out—a 5.7 per cent increase over the previous month's total of 6,410 planes.

Air freight loaded during September amounted to 951,147 pounds compared to 876,900 during August—an increase of 8.5 per cent.

## S. F. Living Costs Take New Jump In Sept.

San Francisco living costs on September 15, 1948, were 1.7 per cent above June 15 of this year and 6.9 per cent above a year ago, according to a study released by the Research Department of the San Francisco Chamber of Commerce.

Compared to a year ago, September clothing prices were up 10 per cent; food 6.5 per cent; rent 4.4 per cent; house furnishings 5.2 per cent; and miscellaneous up 7.6 per cent, the Chamber reported.

The Chamber study was based on U.S. Department of Labor statistics.

The average for the first three quarters was 7 per cent above the same period last year.

## Report by the Research Department

## General Business Activity

## TREND

General business activity in San Francisco rose to a new all-time September high, surpassing the August level by 6.8% and September last year by 10.1%, according to a report released today by the Research Department of the San Francisco Chamber of Commerce.

New September highs in retail trade and financial transactions, and strength in most manufacturing industries cancelled out the negative effect of labor disputes in the Maritime and oil refining industries. The Chamber Activity Index for September was 250.2 compared to 234.3 in August and 227.3 last September. At the end of the third quarter, the cumulative business activity was 6% ahead of the similar period last year.

Financial transactions, as measured by bank debits of \$2,457,436,000, have been exceeded only twice before—once last October by a very slight margin, and last December by less than 2%. Department store retail sales set a new all-time September record, and home building around the Bay moved along at a lively rate, with the August and September permits for non-farm dwelling units averaging better than 2,000 per month. Surprisingly, however, over one-half or 56% of these dwelling units provided for were outside of the larger incorporated communities in this area.

## RETAIL SALES

Retail department store sales during September and the early weeks of October moved above last year, exceeding most other areas in the Twelfth Federal Reserve District, according to Federal Reserve Bank of San Francisco reports. San Francisco sales for the four weeks ending October 16 were up 12% above last year compared to 1% gain in the District. September sales in the Metropolitan Area compared to last September were up 10%; in Northern California 9% and in the State up 2%.

Independent retail store total sales during the first 8 months were up 4% above the same period last year, based on reports received from the U.S. Bureau of the Census. Sales of the independents during the same period by groups were as follows: Apparel—3%; automotive 24%; drug stores—11%; eating and drinking places—7%; filling stations 1%; food stores—2%; furniture-household 7%; general merchandise 3%; hardware 14%; jewelry stores—9%; and lumber-building materials 23%.

## EMPLOYMENT

Employment opportunities for workers in the San Francisco labor market area in general continued good through-

out September. Labor disputes in the petroleum refinery and Maritime industries on the Pacific Coast also affected the warehouses, water transportation, and many services related to water transportation. These two disputes have also cast their shadow over some of the activities related to the tourist trade such as hotels, restaurants, and garages, according to the California State Employment Service reports.

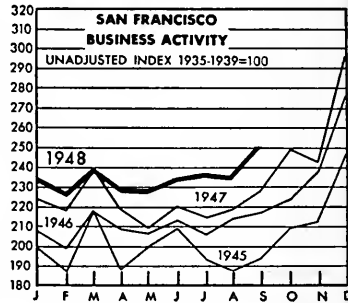
Placements in all occupation classifications except the professional and managerial were reported above the previous month's total, with important increases in the placements of skilled and semi-skilled workers. Of 2,960 reported placements, 1,092 were in clerical and sales; 574 in service; 358 in semi-skilled; 207 in skilled; 65 in professional; and 564 in unskilled field. Job opportunities are still reported numerous for stenographers, typists, comptometer operators, draftsmen, machinists and pharmacists. In the industrial field the greatest demand is for sewing machine operators, mechanics, cabinet makers and furniture assemblers.

The sampling of manufacturing firms by C.S.E.S. show that the majority had experienced general employment increases during the period July through September, and significant increases were made in the fabricated metals and paper products industries. A survey of the files of the C.S.E.S. offices in the five counties disclosed that September applicants were distributed as follows: Professional and managerial 7%; clerical and sales 23%; agricultural 1% service 18%; skilled 13%; semi-skilled 12%; unskilled 15%; entrant workers 12%. Of the total registrants, 38% were women; 25% veterans; and 18% non-whites. For the week ended September 30, continued unemployment claims in the Bay Area accounted for 22% of the State total compared to 22% for the previous week, 19% a month ago and 17% a year ago.

## MANUFACTURING

Production workers in the manufacturing industries in the San Francisco Industrial Area during September numbered 129,300, compared to 124,400 in August, and 134,100 in September last year, according to the State Department of Industrial Relations. The non-durable group accounted for 72,300 and the durable for 57,000. Industrial payrolls in all manufacturing were 0.4% above last September and the 9 months cumulative was up 1.5%.

September average weekly earnings amounted to \$60.52 compared to \$61.20 in August and \$59.23 last year. Average hourly earnings amounted to \$1.596 compared to \$1.601 in August and \$1.480 a year ago. Average hours worked per



week were 37.9 compared to 38.2 in August and 40.0 last September.

In the non-manufacturing industries, payrolls in the wholesale trade were up 10.1%; in the retail trade field 7.0%; hotels 4.5%; but laundry, cleaning and dyeing was off 7.6%.

September Bay Area developments, based on reports from our Industrial Department, accounted for 43 plants with outlays of \$7,880,300; expansions accounted for 30 projects with outlays of \$6,973,801; and 13 new plants with outlays of \$906,500.

## CONSTRUCTION AND REAL ESTATE

September building permits numbering 714 and amounting to \$5,647,780 were off 5.9% in number but up 5.6% in value, compared to last September. There were 190 new residential permits amounting to \$1,950,300 which provided for 212 dwelling units. This was 12.8% greater in number than the corresponding month a year ago. Single-family units accounted for 174 permits and were up nearly one-third above last September. Non-residential permits numbered 23 and amounted to \$2,413,323, while additions, alterations and repairs numbered 501 and amounted to \$1,284,157. Four permits were valued at over \$100,000—one for a hospital \$1,800,000; one for a gymnasium \$150,000; one store alteration \$155,000; and hotel alteration \$148,000. Cumulative building permits for the first 9 months numbered 6,975 and amounted to \$45,697,722, and were up 12.1% in number and 38.1% in value over corresponding period last year.

New dwelling units provided for during the first 9 months numbered 2,657 or 26.6% above a year ago; and in the non-residential field were 196 permits valued at \$13,828,117. This was an increase of 7.1% in number and 62.6% in value. Additions, alterations and repairs accounted for 4,604 permits during the first 9 months valued at \$9,088,567, an increase of 8.4% in number and 2.8% in value.

# Survey of Business Conditions in San Francisco

## September, 1948

BRANCH OF ACTIVITY	SEPTEMBER 1948	SEPTEMBER 1947	PER CENT CHANGE	9 MONTHS 1948	9 MONTHS 1947	PER CENT CHANGE
<b>GENERAL BUSINESS ACTIVITY</b>						
S. F. C. of C. Index 1935-39 Avg.=100.....	250.2	227.3	-10.1	234.3	221.0	6.0
<b>CONSTRUCTION PERMITS</b>						
Total.....(number)	714	759	-5.9	6,975	6,222	12.1
Residential, New.....(number)	5,647,780	5,349,367	5.6	45,697,722	33,088,820	38.1
Dwelling Units.....(number)	190	158	20.5	2,175	1,761	21.4
Single Family Dwellings, New.....(number)	1,950,300	1,608,280	21.3	22,781,138	15,740,347	44.7
Non-Residential, New.....(number)	212	188	12.8	2,657	2,099	26.5
Additions, Alterations and Repairs.....(number)	174	132	31.8	1,841	1,584	16.2
.....(value)	1,650,200	1,220,280	35.2	16,688,398	12,411,947	34.5
.....(number)	23	24	-4.2	196	183	7.1
.....(value)	2,413,323	2,901,700	-16.8	13,828,117	8,504,822	62.6
.....(number)	501	577	-13.2	4,604	4,248	8.4
.....(value)	1,287,157	839,387	53.0	9,088,567	8,843,631	2.8
<b>REAL ESTATE</b>						
Sales.....(number)	1,211	1,531	-20.9	12,241	14,219	-13.9
.....(value)	14,809,135	18,866,126	-21.5	150,532,960	171,681,815	-12.3
Mortgages and Deeds of Trust.....(number)	1,348	1,669	-19.2	13,384	14,639	-8.7
.....(amount)	10,584,376	15,635,348	-32.3	114,237,825	134,928,207	-15.3
<b>RETAIL DEPARTMENT STORE SALES</b>						
San Francisco.....(index)	276	254	8.7	243	234	3.8
<b>FINANCE</b>						
Bank Deposits.....(\$000)	2,457,456	2,107,458	16.6	20,593,233	18,404,607	11.9
Bank Clearings.....(\$000)	1,785,165	1,622,114	10.1	15,455,990	14,232,900	8.6
Postal Receipts.....(\$)	1,747,957	1,408,405	24.1	13,980,820	14,859,007	-5.9
San Francisco Stock Exchange.....(no. shares traded)	718,670	600,431	19.7	9,482,950	7,779,074	21.9
.....(market value)	11,109,270	11,300,711	-1.7	142,226,780	116,011,821	22.6
.....(number)	6	4	50.0	62	63	-1.6
Liabilities.....(\$)	94,975	166,110	-62.8	1,620,555	1,351,297	19.9
Assets.....(\$)	8,214	39,995	-79.5	986,096	645,636	52.7
<b>EMPLOYMENT &amp; PAYROLLS—Bay Area (5 Co's.) (a)</b>						
Employment.....(index)	154.1	160.0	-3.9	139.0	148.0	-6.1
Payrolls.....(index)	302.8	301.5	0.4	274.2	270.2	1.5
<b>NON-MFG. INDUSTRIES—(5 Co's.) (a)</b>						
Laundry, Cleaning, Dyeing.....(payroll)	156.4	169.2	-7.6	158.0	168.3	-6.7
Wholesale Trade.....(payroll)	232.0	210.7	10.1	224.0	204.0	12.0
Retail Trade.....(payroll)	227.9	212.5	7.0	222.6	199.8	11.4
Hotels.....(payroll)	266.7	255.1	4.5	254.5	244.9	3.9
<b>PLACEMENTS IN SAN FRANCISCO—C.S.E.S.</b>						
Industrial Placements.....(total)	3,724	4,449	-16.3	28,573	32,671	-12.5
Commercial Placements.....(number)	2,836	3,484	-18.6	20,298	24,235	-16.2
.....(value)	888	965	-8.0	5,275	8,436	-37.5
<b>TRANSPORTATION</b>						
Freight Car Movements.....(number)	16,375	21,367	-23.4	162,417	202,616	-19.8
San Francisco Airport Traffic.....(no. planes)	6,775	6,410	5.7	56,962	48,431	17.6
Express Shipments—Rail.....(no. packages)	88,075	93,367	-6.8	867,960	699,480	24.2
.....(number)	204,192	275,385(r)	-25.9	2,012,504	2,524,260(r)	-20.3
Air.....(number)	18,038	16,179(r)	11.5	167,348	161,113(r)	3.9
Air Mail Loaded.....(pounds)	517,800	424,733	21.9	4,518,626	4,289,683	5.3
Air Express Loaded.....(pounds)	328,536	519,748	-36.8	3,468,383	2,884,370	16.2
Air Freight Loaded.....(pounds)	951,147	.....	.....	5,598,708	.....	.....
<b>WORLD TRADE</b>						
Vessel Arrivals with Cargo.....(number)	153	305	-50.2	2,748	2,775	-1.0
.....(net registered tons)	787,468	1,418,405	-44.5	13,113,910	12,752,937	2.8
Vessel Departures with Cargo.....(number)	129	298	-56.7	2,739	2,854	-4.0
.....(net registered tons)	669,284	1,415,263	-52.7	13,102,292	12,837,171	1.9
Exports.....(Value millions of dollars)	24.9(e)	30.7(f)	-18.9	191.7(g)	283.9(h)	-32.5
Imports.....(Value millions of dollars)	15.2(f)	9.4(f)	61.7	137.5(g)	102.7(h)	33.9
<b>UTILITIES</b>						
Electric Energy Sales Index.....(k.w.hrs.)	192	190	1.0	191	194	-1.5
Industrial and Commercial Gas Sales.....(cu. ft.)	1,086,162,900	1,109,742,700	-2.1	11,235,531,300	11,183,930,200(r)	0.5
Water Consumers.....(net gain)	270	196	37.8	2,247	2,888	-5.9
<b>NEW DEVELOPMENTS</b>						
Tourist and Settler Inquiries.....(number)	424	342	24.0	5,217	4,839	7.8
Bay Bridge Vehicle Crossings.....(number)	2,197,846	2,248,418	-2.2	19,520,521	19,357,573	0.8
Golden Gate Bridge Vehicle Crossings.....(number)	729,834	694,567	5.1	6,348,948	5,987,187	6.0
<b>DAILY RECEIPTS, FRUITS &amp; VEGETABLES</b>						
Butter.....(pounds)	2,087,630	2,512,627	-16.9	22,068,288	24,032,039	-5.7
Cheese.....(pounds)	1,607,338	1,635,923	-1.3	13,467,546	14,728,945	-8.6
Eggs.....(cases)	81,460	83,043	-1.9	820,392	901,910	-9.0
Fruit, Dried.....(pounds)	1,085,827	1,472,773	-25.6	9,616,683	12,874,456	-25.9
Fruits and Vegetables.....(carlots)	2,268(k)	2,100	8.0	.....	17,219	.....
<b>LIVESTOCK SLAUGHTER (b)</b>						
Cattle.....(total number)	153,414	179,941	-14.7	1,550,817	1,586,812	-2.3
.....(number)	33,416	45,439	-24.3	337,727	378,809	-10.8
Calves.....(number)	11,939	14,711	-18.8	119,722	121,611	-1.5
Sheep and Lambs.....(number)	78,558	88,271	-10.6	742,148	688,099	7.8
Hogs.....(number)	29,101	31,610	-7.9	351,150	398,293	-11.2
<b>S. F. LIVING COSTS 1935-39 Avg.=100</b>						
Food.....(index)	224.2	210.4	6.5	219.7	203.7	7.9
Apparel.....(index)	196.7	178.8	10.0	190.9	176.3	8.3
Rent.....(index)	115.3	110.4	4.4	114.2	109.0	4.8
Fuel, Electricity and Ice (c).....(index)	83.1	82.7	0.5	82.9	82.7	0.2
Gas and Electricity.....(index)	72.7	72.7	0.0	72.7	72.7	0.0
Other Fuel and Ice.....(index)	126.9	115.2	7.4	123.5	117.0	5.6
House Furnishing Goods.....(index)	165.2	157.1	5.2	163.0	153.7	6.1
Miscellaneous.....(index)	162.4	150.8	7.6	158.1	148.6	6.4
All Items.....(index)	177.1	165.7	6.9	173.3	161.9	7.0

(a) These data are based on reports submitted to the Division of Labor Statistics and Research, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) Not available for survey.

(e) July 1948 latest available.

(f) July 1947.

(g) First 7 months 1948.

(h) First 7 months 1947.

(i) August latest available.

(r) Revised.

Acknowledgment is hereby made to Thomas Magee & Sons, Dun & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture and Commerce, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

## Getting Personal

Connell Bros. Company Ltd., import-export firm, is this year celebrating its fiftieth anniversary.

The firm is headed by former Chamber President Brayton Wilbur.

A Regional Cost Conference of the National Association of Cost Accountants will be held November 12, 13 and 14 at the Palace Hotel.

The San Francisco chapter will be host. Theme of the conference is "Greater Profits Through Cost Control".

S. L. Clary, Secretary-Treasurer of Bethlehem Pacific Coast Steel Corporation, this week announced the appointment of Paul G. Mattern as Manager of Claims with headquarters at the company's general offices at 20th and Illinois Streets, San Francisco.

Effective this week, San Francisco will get noon Mainliner 300 (DC-6) service to Los Angeles and a new after-business non-stop Mainliner 300 flight to Portland and Seattle, according to word received from Warren Burke, district traffic and sales manager for United Air Lines in San Francisco.

"Stockton's Role in the Development of California" was discussed last week by G. L. Fox, general manager of the San Francisco Chamber of Commerce.

Fox spoke at a dinner meeting of the membership of the Stockton Chamber. Pierce Morris, president of the Stockton Chamber, presided.

Clay Bernard, formerly Assistant to the President in charge of sales, has been named District Traffic and Sales Manager for Western Air Lines in San Francisco, succeeding Thomas O. Brown, who has resigned to enter private business.

And while we're on the subject of new district managers for the airlines, Trans-World Airlines has announced the appointment of Pierre G. Desautels as TWA District Manager in the San Francisco-Oakland area.

Desautels was transferred here from the Geneva TWA office and replaces Frank S. Donant who has assumed a similar post in Los Angeles.

## S. F. Gets Face Cleaning Test



Testing the effectiveness of the Oronite Chemical Company's Detergent D-40 as a street cleaner are (left to right): William J. Dibble, Oronite sales director; William T. Bonsor, Supervisor of Streets, San Francisco Department of Public Works; and M. P. Yonker, Oronite chemical engineer. The company last week gave a demonstration of its new soapless detergent on California Street.

## Domestic Trade Tips . . .

**D-7035**—J. R. ODELL, 1288 38th Ave., San Francisco, Calif., wishes to contact local manufacturers wishing additional representation. Experience includes sales director for a large European shoe factory and sales experience in other European firms doing business throughout the world.

**D-7013**—SAUL A. SEDER, 339 Main St., Worcester, Mass., representing a plating firm who is seeking a sales representative in San Francisco

to undertake the securing of electroplating business on plastics and metals.

**D-7011**—CHARLES F. YOUNG, M. E., Crozer Bldg., 1420 Chestnut St., Philadelphia 4, Pa., desires to secure representation for the Pacific Coast, preferably a representative familiar with aircraft production and engineering, to handle the distribution of a recently patented aircraft cable guide pulley.



# Bay Region Business

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## *Reports* *From The Chamber's* **WASHINGTON OFFICE**

### **FAO CONFERENCE**

One of the largest meetings ever to be held on food problems will convene in Washington November 15 when 57 countries assemble for the 4th annual Food and Agriculture Organization Conference.

Highlighting the two-week conference will be a study of the world's supply of food and timber, fertilizers, tractors and farm equipment. General sessions are expected to last for two days, with the balance being organized into the following commissions:

Production, marketing and consumption problems;

FAO's technical activities and its program for next year;

Constitutional, administrative and financial questions.

First objective of FAO is to solve the problem of how to increase the world's food supply. The second major objective is how to make the food available to those who need it.

### **PORT OF NEW YORK**

The Port of New York is busy organizing a committee of public relations officials of steamship lines, railroads and civic associations to draw up plans for promotion of its port.

L. M. Byrne, chief of the Port Promotion Bureau of the Port of New York Authority, who is chairman of the new coordinating group, says, "Fast and superior service, in the final analysis, is the primary concern of all exporters and importers. Because New York provides this service, a predominant part of its traffic is high-class manufactured merchandise. The average value of export freight shipped through New York Harbor is \$136 per ton, in comparison with \$184 per ton having the next highest valuation."

Representatives of the eastern ports and gulf ports are urging shippers to route their goods through their ports.

### **GOVERNMENT SURPLUS WAR PLANTS**

Transfer of 12 government-owned surplus war plants, from the War Assets Administration into the National Indus-

## **More Air Service Needed To San Joaquin Valley Communities, Says Chamber**

Endorsement of new feeder-line air service to San Joaquin Valley communities came today from the Board of Directors of the San Francisco Chamber of Commerce.

Application to offer this service has been made by Southwest Airways and has been approved by a Civil Aeronautics Board Examiner.

## **New Survey Shows Unprecedented Growth Of Chemical Industry**

The Western chemical industry is growing up — according to a survey released last week by the editors of Pacific Process Industries.

The special survey and directory reports that nearly 500 different types of prime chemicals are now being manufactured in the West by 245 firms operating some 300 producing plants. Almost 70 per cent of these prime chemical producers have headquarters in the 11 western states.

### **FIRST WESTERN DIRECTORY**

First of its kind for the West, the directory lists the specific chemical products and plant locations of every known prime producer of chemicals in the West regardless of size.

Pacific Process Industries is the Western section of Chemical Engineering, a McGraw-Hill publication. The survey was made by John R. Callaham, the publication's Western editor in San Francisco.

Most of the West's prime chemical producers, Callaham stated, are located in the three Pacific Coast States. The two largest production centers are the Los Angeles basin and the San Francisco bay area. These centers are now running neck-and-neck in number of workers employed, according to the survey.

The Chemical Section of the Industrial Development Committee of the Chamber, headed by George L. Parkhurst, president of Oronite Chemical Company, supplied much of the data used in the survey.

### **AREA'S WELFARE INVOLVED**

Commenting on the case, George C. Tenney, chairman of the Chamber's Aviation Committee, said, "After hearing facts presented by both proponents and opponents, the Chamber has concluded that it is in the best interests of San Francisco and those San Joaquin Valley communities having close ties to this area that this air service be made available."

Tenney pointed out that the Chamber, while endorsing the proposed new air service, does not endorse a specific air carrier for the service, but rather urges that such air service be made available to those communities by the C. A. B.

A Chamber petition for leave to intervene in the case and present oral testimony has been filed with the C. A. B.

## **S. F.'s August Trade Tops Other West Coast Ports**

The San Francisco Customs District led the Pacific Coast in value of exports and imports for August, 1948, according to a report from United States Department of Commerce.

San Francisco exports totaled \$30,500,000 and imports were \$21,000,000.

The Los Angeles district was second with some \$17,000,000 in export values and almost \$20,000,000 in imports.

The Washington district was third with \$12,000,000 in exports and an equal amount in imports.

The Oregon district and the San Diego district ranked fourth and fifth, respectively.

(Continued on page 4, column 2)

## Berlin Airlift Planes To Get Help From San Francisco Tire Retreading Firm

Awarding of a \$200,000 U. S. Air Force contract to Thompson Aircraft Tire Corporation of San Francisco for the retreading of airplane tires was announced this week by Walter Schlichtmann, president of the corporation.

## Aggressive Drive Set For Highway Funds

Aggressive steps to obtain additional and much needed construction appropriations for certain sections of the Shoreline Highway were agreed upon at the quarterly meeting of the Shoreline Highway Association.

The program calls for monthly meetings and negotiations with the California Highway Commission until needed allocations are budgeted and contracts let, and a presentation at the January meeting of the Commission.

Continuation of a campaign to obtain additional Federal-Aid highway authorizations and appropriations by Congress for expenditure by the California Highway Commission was also given support.

## Non-Flammable Airplane Fluid Invented Here

Immediate marketing of the first completely non-flammable aircraft fluid that will not ignite when subjected to a 5000 degree flame was announced this week by Standard Oil Company of California.

Known as RPM Non-Flammable Hydraulic Fluid, the new product is said to eliminate a fire hazard that is a factor with bigger planes which use very high pressure hydraulic systems for operation of landing gear mechanisms, flight control surfaces and cabin superchargers.

Standard's research engineers also claim that the new fluid has proved to be so resistant to fire that it is a possibility for use in fire extinguisher systems on planes.

Included in this order is an immediate priority of production for "Operation Vittles," the Berlin airlift, Schlichtmann said.

### AVIATION PIONEER

Organized during the war, Thompson Aircraft Tire Corporation is the only company in the United States which retreads this size airplane tire. The company has pioneered in this type service to the aviation industry.

## Railway Modernization Moving Swiftly

San Francisco's railway modernization program is progressing rapidly, according to James H. Turner, Manager of Utilities.

Turner pointed out that 10 new streamlined streetcars and 24 new trolley coaches have arrived, in addition to the 209 new motor coaches received last spring and summer. Another 190 trolley coaches are said to be on order, with shipment to begin in December, and 50 more motor coaches have also been ordered, to arrive by the end of the year.

Already converted to bus operation are six streetcar lines and two other lines have partially converted. The 22 line will be converted to trolley coach operation, according to Turner, and contracts have been signed for installation of trackless trolley overhead on both the 5 and 21 lines.

Within the next year the 6, 7 and 14 lines will be converted to trackless trolley operation, as will the 8 and 31 lines.

## Pacific Coast Paper Starts New Warehouse

Indicative of faith in the increased business prospects of the Bay Area, Pacific Coast Paper Company last week announced the beginning of construction of a new \$50,000 warehouse at Seventeenth and Texas streets.

The new warehouse will contain 70,000 square feet of floor space.

Construction is being handled by Larson & Larson, San Francisco contractors with April 1 set as the completion date.

## Getting Personal

Arthur J. Fritz and Co. last week announced the addition of two experienced import-export men to its staff.

Ambrose Canonica, former export manager of the San Francisco office of International Expediter, Inc., has been named traffic manager; and Arthur C. Kertell, an authority on customs law and procedure, has been placed in charge of the firm's import department.

Appointment of Nagel T. Miner as President of Golden Gate College was announced recently by Warren H. Pillsbury, chairman of the board of governors of the college. Also appointed were Joseph M. Trickett as academic vice-president to direct and coordinate the educational programs of the college, and Russell T. Sharpe as administrative vice-president to direct and coordinate administrative activities of the college.

Winners of the Rural Trade Week contest, sponsored by the San Francisco Progress, in conjunction with the annual Grand National Livestock Exposition were announced last week.

They are: United Liquors, 2401 Chestnut St.; Vener's Shop for Men, 5017 Geary Blvd.; Drobbleh's Delicatessen, 5319 Geary Blvd.; Eickles Bakery, 5427 Geary Blvd.; Rio Liquors, 1609 Clement St.; The Gables Gift Shop, 5636 Geary Blvd.; Wirth's Bakery, 5901 Geary Blvd.; Excello Market, 6300 Clement St.; Evelyn's Place, 949 Taraval St.; and Dom's Drygoods, 75 Leland Ave.

Two San Franciscans were recently added to the roster of the Military and Naval Affairs Committee of the Chamber.

They are: Lawrence C. Ames of Irving Lundborg & Co., and T. Douglas MacMullen. Ames is commanding general of the 61st Fighter Wing of the California Air National Guard. MacMullen is editor of the Pacific Marine Review.

Another western air carrier will soon begin scheduled flights to Hawaii.

Starting December 1, Northwest Airlines will send three flights a week from Portland to Honolulu and return.

Four-engine DC-4's will be used to inaugurate the service.

Lewis W. Roe has assumed the post of Assistant Comptroller in charge of costs and statistics for the Columbia Steel Company.

B. E. Jordan, Division Sales Manager of the Sunset-McKee Co., is once again conducting a sales clinic giving a complete analysis of basic selling in 12 one-hour lessons. If you're interested Jordan can be reached at EXbrook 2-3553.

## S. F. Trade Group Attending National Meeting in N. Y.

A number of San Francisco business men are in New York attending the National Foreign Trade Convention this week.

### S. F. PARTICIPATION

Russell G. Smith, executive vice-president of the Bank of America, presided over the first day's afternoon session on International Finance.

O. C. Hansen, president of Frazar and Hansen, Ltd., is a member of a panel on current trade problems.

On the panel considering "How Can American Education Best Promote International Understanding?" is Alvin C. Eichholz, manager of the World Trade Department of the San Francisco Chamber of Commerce. In this connection, Eichholz is presenting a report on the activities of the World Affairs Council of Northern California.

Also attending the Convention from San Francisco are: Arthur P. Lazarus, Getz Brothers; Emil Leuenberger, Wells Fargo Bank; William F. Minehan, Bank of America; W. K. Varcoe, American President Lines; and Eric Hallbeck, Bank of America.

## Asbestos Firms Merge; Facilities Enlarged

Merger of two pioneer asbestos companies was revealed last week with purchase of Bay Cities Asbestos Company of Oakland by Western Asbestos Company.

### BETTER SERVICE

In announcing the new development, Charles B. Purcell, Western Asbestos president, pointed out that "the expanded engineering, contracting and distributing facilities provided by the new combination will mean better service for customers of both companies throughout Northern California and Nevada."

D. Gerald Barr has been appointed manager of the enlarged Oakland office and warehouse at 251 Fifth Avenue.

Western Asbestos Company has offices in San Francisco, Sacramento, Stockton, Fresno and San Jose.

## S.F. Leaders Honored With French Awards



*Four prominent San Franciscans are photographed following presentation of France's medal Chevalier du Merite Commercial in recognition of their efforts toward restoration of French-American trade. (Left to right): Raymond Dreux, commercial counselor of the French Embassy, who presented the decorations; Michel Weill, president, The White House; Paul Verdier, president, City of Paris; John J. Judge, manager, regional office, Department of Commerce; and Alvin C. Eichholz, manager, World Trade Department, San Francisco Chamber of Commerce.*

## Aviation Committee Will Discuss Airport Bonds

Expressing "grave concern" over failure of the \$8,600,000 airport bonds to pass at the November 2 election, the Aviation Committee of the San Francisco Chamber of Commerce today announced that it would meet immediately with civic officials to determine what stop-gap measures can be taken to solve the airport problem until another bond measure can be presented to the voters.

George C. Tenney, chairman, announced that the committee will try to arrange a special meeting with Mayor Elmer E. Robinson, Airport Manager B. M. Doolin, James H. Turner, manager of Utilities, and Philip F. Landis, president of the Public Utilities Commission. Date and time of the meeting have not been decided.

"We are gravely concerned over the airport situation and are particularly anxious to take some progressive steps to insure the community's position as a world air center. We cannot accept the defeat of this measure. We must continue to press for the necessary additional funds to make our airport the equal of any in the world," Tenney said.

## Seek Clarification Of 'Overtime-on-Overtime'

Passage of Federal legislation to clarify the "overtime on overtime" question was asked today by the Board of Directors of the San Francisco Chamber of Commerce upon the recommendation of its Manufacturers Committee.

In taking action, The Chamber reaffirmed a stand taken last spring, when it urged clarification of this issue and asked adoption of the Goodwin Bill (H.R. 4387) or similar legislation to accomplish this objective.

The phrase "overtime on overtime" is used to describe additional overtime pay above and beyond currently accepted overtime rates.

### COURT DECISION APPEALED

The Supreme Court decision requiring "overtime on overtime" payments under certain specific conditions became applicable to all industry on October 18, 1948. A Department of Justice request for review of the Supreme Court decision was refused by the Court.

Commenting on the "overtime on overtime" question, T. A. Leddy, chairman of the Chamber's Manufacturers Committee, pointed out that two ways in which employers can simplify their own problems in connection with overtime payments are to make sure that all future labor contracts specifically cover this point and to avoid use of overtime procedures wherever reasonably possible.

## San Francisco Fashions Slated For New York Market Showings

Under the theme, "San Francisco Opens Its Golden Gate of Fashions," New Yorkers will get a first-hand view of San Francisco fashions November 14 to 19 when the Manufacturers and Wholesalers Association of San Francisco presents a market week at the Hotel New Yorker.

The showing of local fashions will be presented amid a background of huge photo murals of scenic spots in San Francisco. Murals for the occasion were supplied by the San Francisco Chamber of Commerce, the City and County of San Francisco, and W. & J. Sloane.

An added feature of the event will be the distribution of 600 miniature bottles of Italian Swiss Colony Wine among the buyer guests.

The showing marks another first for the San Francisco apparel leaders—the first combined showing of San Francisco lines ever held in New York.

## How To Do Business Under Marshall Plan

Hailed by business leaders as the most lucid and comprehensive report on E. C. A. yet published, the second edition of "How to Do Business Under the Marshall Plan" has met with a heavy demand for additional copies from all parts of the country.

Printed and distributed as a public service by Time-Life International, a few copies of the manual are still available without charge.

Interested foreign traders should write to Time and Life Building, Rockefeller Center, New York. A loan copy is also available from the World Trade Department of the Chamber.

Written by a local lawyer, E. K. Gubin, the book had its inception when Gubin was requested by the local law firm of Cerf, Robinson and Leland to forward information on the proposed Marshall Plan. Gubin's reports proved so interesting that Time-Life International decided to distribute the complete report as a public service.

## Merchant Marine Program Underway

A new and extensive educational program about the American Merchant Marine was announced this week by the American Legion.

Scheduled for release to more than 1,000 radio stations are four 15-minute transcribed radio shows and a 24-page, two-color free booklet about the Merchant Marine, which will be distributed by the stations.

The educational program was begun as a result of the Legion's concern with the need for implementing and maintaining a strong American Merchant Marine as essential to the national security, according to Legion National Commander Perry Brown.

As a result of the work of the Legion's Merchant Marine Committee, the organization took action on the program at its 1947 and 1948 conventions.

## Washington Reports . . .

trial Reserve with the Federal Works Agency as custodian was consummated last week.

These plants, which include those operated by the Aluminum Company of America at Riverbank, California, and the Permanente Metals Corporation of Manteca, California, comprise the first group to be transferred to the reserve. After reconditioning they will be "put in mothballs" for potential use in case of a national emergency.

### CALIFORNIA AGRICULTURAL APPOINTMENTS

The Production Marketing Administration of the Department of Agriculture recently announced appointment of the following Californians to serve as members of the California-Arizona Orange Administrative Committee during the two-year period ending October 31, 1950: J. E. Lyon, Fullerton; R. R. McLain, Visalia; R. J. Pitzer, Pomona; J. A. Porter, Orange; A. C. Dunning, Covina; and R. P. Allen, Santa Ana.

At the same time, the PMA announced the appointment of the following Californians to serve on the California-Arizona Lemon Administrative Committee during the same period: J. J. Gain Esccondido; Glen Shepherd, Etiwanda; C. P. Strickland, Santa Paula; Russell J. Frantz, Laverne; and Phillip S. Wit, Riverside.

This report from the nation's capital is prepared each week by Alexander von Hafften, manager of the Washington Office of the San Francisco Chamber of Commerce.

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXBROOK 2-4511, Ext. 36.

**D-7045**—M. & S. MANUFACTURING COMPANY, 9-219 General Motors Bldg., Detroit 2, Michigan, interested in contacting a manufacturer's agent in San Francisco territory now calling on tractor distributors, to introduce a new automatic throttle to tractor distributors.

**D-7046**—MR. HARVEY A. PEARSE, 759 Belmont Place, Seattle 2, Washington, seeking a distributor in the San Francisco area who would be capable of handling a newly manufactured gate valve used in irrigation water distribution systems.

**D-7047**—THE LOCK NUT CORPORATION OF AMERICA, 3403 West 47th St., Chicago 32, Illinois, seeking a sales representative to handle their line of hot and cold headed products, such as, bolts, nuts, screws, rivets, threaded rods and studs, all made from carbon, alloy or stainless steels, according to specification.

**D-7048**—JAMES J. ENEMARK, RFD No. 5, Box 48, Watsonville, California, offers coverage of Santa Cruz, Monterey, San Benito and surrounding area to interested local manufacturers, distributors, and/or wholesalers.

**D-7049**—THE WESLIN COMPANY, 1125 University Avenue, Des Moines 14, Iowa, c/o George Westberg, distributors of an ultra-violet lamp used in the killing of bacteria and mold and an aerosol insecticide bomb used in the insect control in greenhouses, dairy farms, airlines, steamships and other industrial applications interested in contacting a local representative.

**D-7050**—FRANK E. THOMSON, 1633 S. Orange Drive, Los Angeles 35, California, returning shortly to live in Chicago, offers sales representation of the states of Illinois, Wisconsin, Indiana, Ohio and Michigan to interested firms. Experience includes many years of sales and purchasing.

**D-7051**—ANDERSON & COMPANY, 722 South 34th St., Birmingham, Alabama, offers coverage of Alabama, Georgia, Mississippi and Tennessee to interested local manufacturers acting as their manufacturer's agent or broker.

**D-7052**—TOWER PRODUCTS, 1630 Fifth Avenue, Moline, Illinois, manufacturers' agents and wholesale distributors interested in contacting local manufacturers wishing introduction and promotion of their products in the Mid-West.

**D-7053**—MILLEN MANUFACTURING COMPANY, 93 Federal St., Boston 10, Mass., seeking an exclusive distributor to handle their patented screw holding, grip-type, sliding, steel screw driver.

**D-7054**—PRECISION FABRICATORS, INC., P. O. Box 279, East Rochester, New York, interested in contacting a part-time factory representative now calling on manufacturing and industrial concerns to handle their fabricated plastic products, including items for aircraft, automotive, electrical and appliance industries.

**D-7055**—LAWRENCE STEVENS AGENCY, 315 Royal Hawaiian Avenue, Honolulu 20, Hawaii, wishes to contact a commission broker in San Francisco who would secure items for distribution in the Islands. Items for the home of primary interest.

**D-7056**—HAMILTON AUTO GLAZE, A. H. Hamilton, 1426 Alta Vista Road, Santa Barbara, California, manufacturers of an automobile cleaner, wax and polish in one, seeking a local distributor.

**D-7057**—EQUITABLE SECURITIES COMPANY of 507-508 White-Henry-Stuart Building, Seattle 1, Washington, wishes to dispose of a large stock of machine bolts, machine washers, cap sheet metal and set screws, friction hinges, coal case and hot steel chisels, chin tongs, electric motors, etc. Price list available on request.

**D-7058**—PROPLISON, EUGENE CORPORATION, 7th Street and White Eagle Road, Kansas City 15, Kansas, seeking a local distributor to handle their agricultural sprayer used for weeds, insects, cattle, etc.





# Bay Region Business

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SAN FRANCISCO CHAMBER OF COMMERCE

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Number 47

## *Reports* *From The Chamber's* **WASHINGTON OFFICE**

### **AID FOR DRIED FRUIT INDUSTRY**

A program benefiting the California dried fruit industry and U.S. exporters has been announced by the United States Department of Agriculture. The Department advises that payments will be made to eligible U.S. exporters who export dried prunes and raisins to nations participating in the European Recovery Program. Twenty-five per cent of the sales price of the fruit, f.o.b. Pacific Coast processing plants will be the approximate rate of payment.

Purpose of the program is to encourage commercial exportation of these dried fruits which are available for export, and to assist the industry develop European market outlets which were open to them prior to the war.

The Government announced last August a dried fruit purchase program by the Commodity Credit Corporation. To the extent that dried fruits are exported under this new plan, a corresponding reduction in tonnage will be made in the quantity which the C.C.C. will purchase.

### **AGRICULTURAL OUTLOOK FOR 1949**

The Bureau of Agricultural Economics of the U.S. Department of Agriculture has issued the following report on the agricultural situation that discloses the following highlights for next year:

**The demand for most farm products is expected to remain firm next year. Farmers' prices and cash receipts may average nearly as high in 1949 if economic trends and government spending for foreign aid and defense proceed as now indicated.**

**The outlook for the last six months of 1949 is more uncertain. Factors such as changes in the international picture causing a decrease in government spending for foreign aid could lower demand for agricultural products. If this condition were to develop, it is not expected that farmers' cash receipts will drop more than ten per cent under the 30 billion dollars estimated for 1948.**

(Continued on Page 4, Col. 2)

## **Area's Research Facilities Will Be Studied By Top Industrialists**

The first annual Northern California Research Conference is scheduled for January 12, 1949, it was announced today by W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce.

The conference will be sponsored by the San Francisco Chamber of Commerce, the University of California, Stanford University and Stanford Research Institute.

### **'Open Port Now, Then Settle Strike,' Asks Trade Group**

Urging immediate opening of the Port of San Francisco, the following letter was sent last week to the San Francisco Employers Council, U. S. Conciliation and Mediation Service, Sailors Union of the Pacific, Pacific-American Steamship Association, Waterfront Employers Association, Independent Marine Firemen's Union, Marine Radio Officers Union, National Union of Marine Cooks and Stewards, International Longshoremen and Warehousemen's Union, Ship Scalers and Painters Union and Ship Clerks Union by W. J. Gilstrap, president of the World Trade Association of the San Francisco Chamber of Commerce.

The letter asks that all parties participating in the strike agree to immediately re-open the port without waiting for the conclusion of the negotiations now under way.

### **PRELIMINARY AGREEMENT ASKED**

"With the understanding that negotiations are now under way between the various unions and employers' groups with a view to settling the current Pacific Coast maritime strike, the World Trade Association of the San Francisco Chamber of Commerce wishes to bring the following proposal to your attention. This suggestion is made on behalf of our membership which represents a large

Principal objective of the conference will be to acquaint Northern California industrialists with scientific research facilities available in the area and to stimulate greater use of these facilities by industry.

### **PETERSEN IS CHAIRMAN**

T. S. Petersen, president of the Standard Oil Company of California, will serve as chairman of the executive committee. Following is the list of Bay Area industrial and educational leaders invited to serve with Petersen on the executive committee for the conference:

Edward H. Bell, vice-president, American Can Company; James B. Black, president, Pacific Gas and Electric Company; R. L. Curtis, manager, Dow Chemical Company; John E. Cushing, president, Matson Navigation Company; Paul L. Davies, president, Food Machinery Corporation; Robert K. Cutter, president, Cutter Laboratories; Charles A. Dostal, vice-president, Westinghouse Electric Corporation; Dr. Alvin C. Eurich, acting president, Stanford University; Harry H. Fair, president, F. E. Booth Co., Inc.; Dr. J. E. Hobson, executive director, Stanford Research Institute; W. F. Humphrey, president, Tide Water Associated Oil Company; Henry J. Kaiser, president, Kaiser Company; A. E. Lacombe, president, Shell Development Company; W. H. Lowe, president, The Paraffine Companies; Louis B. Lundborg, vice-president, Stanford University; Atholl McBean, chairman of the board, Gladding McBean and Company; A. T. Mercier, president Southern Pacific Company; A. S. Murphy, president, The Pacific Lumber Company; Morrrough P. O'Brien, dean, department of engineering, University of California; D. H. Pat-

(Continued on Page 4, Col. 1)

(Continued on Page 4, Col. 3)

## Christmas Contest Plans Discussed



Shown discussing the second annual District Christmas Decorations Contest are (left to right): David Fuas, president, Lakeside Village Merchants Association; G. L. Fox, general manager, San Francisco Chamber of Commerce; Captain Ralph Olstad, S.F. Police Department; Sherman Duckel, assistant city engineer; Paul R. Mills, president, Retail Merchants Association; and John E. Sullivan, president, West Portal Merchants Association.

## Permanent Operation Asked for Southwest

A request that Southwest Airways' temporary operational certificate be made permanent came today from the Board of Directors of the San Francisco Chamber of Commerce following the recommendation of its Aviation Committee.

The airline has been operating under a temporary three-year certificate which expires November 21, 1949.

### EXPANSION PLANNED

In requesting the Civil Aeronautics Board to make Southwest's operation permanent, George C. Tenney, Aviation Committee chairman, pointed out that it would be unreasonable to expect a corporation to continue expansion efforts and financing unless it has some assurance as to the permanency of its operation.

"If Southwest's certificate is allowed by the C. A. B. to expire, many communities which have direct relations with San Francisco would be deprived of an adequate and highly satisfactory form of transportation," Tenney said.

Tenney quoted figures which showed that during the past 12 months 18 of the 25 cities served by Southwest generated more outbound passenger traffic than the original potential estimates. Outbound traffic for all 25 cities averaged 7,659 passengers per month.

## Marchant Brings Out New Calculator; Showings Being Held

Bay Area business firms will get their first view of the new Marchant "Figuremaster" fully-automatic electric calculator this week at showings in San Francisco and Oakland.

Displayed for the first time at the recent National Business Show in New York, the "Figuremaster" was completely designed, engineered and manufactured at the Marchant Calculating Machine Company's Oakland plants. Its 18 new features include "phantom touch" key action, 40 per cent larger dial figures to reduce eye strain, automatic point-off of decimals in division, and non-reflecting key-tops and controls.

The San Francisco showing is being held at 40 New Montgomery Street, through today from 10 a.m. to 10 p.m. The Oakland display is at the Leamington Hotel through tomorrow from 10 a.m. to 7 p.m.

## Districts to Compete In Second Christmas Decorations Contest

Announcement of the second annual San Francisco District Christmas Decorations Contest was made today by W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce.

### AWARDS GIVEN

The contest will run during the month of December with the awards presented to winning districts shortly after Christmas.

Sponsored by the Retail Merchants Association of the Chamber to promote a more colorful Christmas throughout the city, some 25 to 30 neighborhood shopping districts are expected to enter the contest.

First prize is a 25½" perpetual trophy, a gold cup. In addition there will be twelve 9½" gold cups for winners in the following categories: most unusual, modern, old-fashioned, most original, festive spirit, colorful, longest, shortest, windows, best daytime, best lighted, most spectacular.

Each other participating district will receive a smaller gold cup as a "participating award".

The perpetual trophy cup is being donated by Granat Brothers, with the Chamber donating all other cups.

Last year the West Portal District won first prize with Irving Street second and the Mission District third.

Commenting on the Christmas decorations program, Brawner said:

"Last year, the San Francisco Chamber at the request of the districts instituted this contest. It was very successful and the account of last year's colorful district decorations reached all over the country. The colored films taken of the districts were sent East for showing before a number of groups, a fine tribute to our district business leaders. We are hoping for an even more colorful affair this year."

## Spring Gift, Toy Show Slated for February 6-10

A new type of display will highlight the Western Gift, Lamp, Toy, Housewares, Stationery and Jewelry Show, February 6-10, according to an announcement by Western Merchandise Exhibitors.

In the Civic Auditorium an area known as "Fashion Lane" will display lines of decorative accessories in settings that will show buyers what they can duplicate in their stores for greater visibility and sales.

Approximately 20,000 dealers, store managers and buyers are expected to attend the Spring Show.

The Challenge of

# Operation "Peace"

The United States in the United Nations

will be given by

**The Honorable William F. Knowland**

*United States Senator From California*

*At Luncheon  
Friday, December 3, 1948  
San Francisco Commercial Club*

Sponsored by:  
AMERICAN ASSOCIATION FOR THE UNITED NATIONS  
(Northern California Headquarters)  
SAN FRANCISCO CHAMBER OF COMMERCE  
SAN FRANCISCO COMMERCIAL CLUB

SAN FRANCISCO CHAMBER OF COMMERCE  
333 Pine Street, San Francisco 4, California

Please reserve.....place(s) for me at \$2.00 each  
at luncheon featuring Senator Wm. F. Knowland on Friday, Decem-  
ber 3, 1948, in the San Francisco Commercial Club, at 12 noon.  
*(Kindly enclose self-addressed envelope for forwarding tickets.)  
(Telephone reservations accepted.)*

CHECK.....  
ENCLOSED.....

Name.....  
Firm.....  
Address.....

\$.....

*Please  
Make Your  
Reservations  
EARLY!*

Price—\$2.00 per plate  
(tax included)

## Getting Personal

Election of **R. S. McConnell** as 1949 president of the **Retail Merchants Association** of the San Francisco Chamber of Commerce was announced this week by the Board of Directors of the Association.

McConnell served during 1948 as vice president of the Association. He is a partner in the Robert S. Atkins Company and succeeds **P. R. Mills**, owner of the Clinton Cafeteria, as president.

Other officers elected were: first vice president, **R. C. McLaren**, district manager, F. W. Woolworth Company; and second vice president, **J. F. Gurley**, partner, Gurley-Lord Tire Company.

**D. P. Street** was re-elected managing director of the Association.

\* \* \*

**China National Aviation Corporation** has opened a ticket office in San Francisco—236 Stockton Street. **Miss Dorothy Chu** is in charge.

\* \* \*

And speaking of airlines, the Civil Aeronautics Board has authorized **Philippine Airlines** to include the island of Guam as an intermediate point on Philippine's route from Manila to San Francisco.

## Port Strike . . .

number of San Francisco foreign trade, shipping, banking and other allied firms and on behalf of the general public, all of which have suffered losses from the dispute.

"We feel that it is not only within the power of the negotiating parties to reach a preliminary agreement to open the Port prior to final strike settlement, but that such a move would be the most practicable step that could be taken in the interest of the Community.

"Since we believe that sincere efforts are being made by all parties to find an acceptable solution, eventual settlement of the strike seems inevitable. But while we all welcome the news of the resumption of negotiations, the status of cargoes and shipping service remains unchanged and losses continue. Surely everyone wishes to see the Port again in operation, cargo moving, labor employed and the announcement made that San Francisco is once more a World Port of importance and stability. The sooner such announcement can be made, the better for all."

## San Francisco Styles Go To New York



*Shaking hands with Harold Gudnason (right), president, San Francisco Manufacturers' and Wholesalers' Association, is W. P. Fuller Brauer (left), president, San Francisco Chamber of Commerce. Gudnason and other Association members flew to New York last week to show New Yorkers the newest "California designed" spring fashions. Many of the promotional details were arranged by the Chamber's Domestic Trade Department.*

## Washington Reports . . . Research Study . . .

**This year farm costs are the highest in history.** The cost of feed will be lower in 1949 but many other production costs are expected to climb. It is possible total costs will approximate 1948 levels.

**Gross farm income is tapering off this year,** and since costs continued increasing, net farm income for 1948 is estimated to be eight per cent below that attained in 1947. Since gross income for 1949 is expected to dip slightly, and costs are to remain high, net income will undoubtedly be lower again next year.

**The outlook for livestock producers is good in 1949.** It is expected prices will remain high, and feed costs will be lower with production up slightly.

This report from the nation's capital is prepared each week by Alexander von Hafften, manager of the Washington Office of the San Francisco Chamber of Commerce.

terson, Jr., president, Fibreboard Products, Inc.; Alden G. Roach, president, Columbia Steel Company; R. L. Pratt, president, California Packing Corporation; Ralph W. Shafor, resident manager, International Minerals and Chemical Corporation; Dr. Robert G. Sproul, president, University of California; Mark Sullivan, president, Pacific Telephone & Telegraph Company; R. W. Turnbull, commercial vice-president, General Electric Company; H. G. Vesper, president, California Research Corporation; F. W. Weider, treasurer, Stauffer Chemical Company; Earl B. Wilson, president, California and Hawaiian Sugar Refining Corporation Ltd.; Harold L. Zellerbach, executive vice-president, Crown Zellerbach Corporation.



# Bay Region Business

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## *Reports From The Chamber's* **WASHINGTON OFFICE**

### **RECLAMATION PROGRAM**

In a report compiled at the request of Congressman Richard J. Welch of San Francisco, who is chairman of the House Public Lands Committee, Secretary of the Interior J. A. Krug last week advocated a new long-range program for reclamation which he declares can achieve full potential development of western resources in an orderly, economical manner.

Secretary Krug emphasized that population pressures with continued water and power shortages, especially in the West, have highlighted this need for speedy development of our land and water resources. He claimed that the proposed construction under his six-year program could more than double the area supplied with water from reclamation facilities by the end of the fiscal year 1954 and could nearly treble hydroelectric power production.

To develop this large land and power program, an investment amounting to nearly 4 billion dollars will be necessary for the seven years. However, the Bureau of Reclamation points out that

(Continued on Page 4, Col. 2)

## **Chamber Launches Nationwide Drive To Correct Faulty Export Packaging**

A nation-wide drive to remedy faulty packaging in export shipments will be launched next week by the San Francisco Chamber of Commerce.

### **PHILIPPINE CHAMBER REQUEST**

Acting upon the urgent request of the Philippine Chamber of Commerce in Manila, the World Trade Department of the San Francisco Chamber is sending to 45 chambers of commerce and world trade organizations throughout the United States a complete kit of information concerning the damages to the export activities of the nation through improper packing. The kit will include pictures of American merchandise, incorrectly packed and deteriorating on the docks of Manila.

This action follows plans established at the recent Chamber-sponsored Philippine Trade Conference in Manila calling for cooperation on mutual problems affecting United States and Philippine interests.

The information will then be transmitted by local chambers to importers, exporters, steamship firms, airlines and marine insurance companies for their use.

### **INFORMATION KIT**

The kit prefaced by a letter from Chamber President W. P. Fuller Braw-

(Continued on Page 4, Col. 3)

## **West's Steel Expansion Subject of Talk Here**

The history of steel-making on the Pacific Coast and its current outlook will be discussed by H. H. Fuller, president of the Bethlehem Pacific Coast Steel Corporation, before the December meeting of the Chamber's Junior World Trade Association.

Fuller will cover the hundred-year development of western steel, stressing the importance of the two wars and the effect of population increases on western steel expansion. He will also describe current productive capacity, domestic consumption and the export market.

*Pictures below taken in Manila are examples of American merchandise as it sometimes looks after it arrives at a foreign port. Proper packing would prevent this.*



## State's Chamber Executives Meet



*Members of the Board of Directors of the California Association of Chamber of Commerce Managers are shown above during their meeting in San Francisco last week. The CACOCM directors met to plan the program for their annual convention in Sacramento, Feb. 10-12.*

## Christmas Decorations Contest Judges Named

Selection of judges for the second annual San Francisco District Christmas Decorations Contest was announced today by W. P. Fuller Brawner, president of the San Francisco Chamber of Commerce.

Members of the judges committee include: Walter W. Rowley, display manager, The Emporium; John Koenig, display manager, Macy's; Fred Bjork, display manager, Hale Brothers; Edward Goepfner, partner, Podesta & Baldocchi; Theresa Meikle, Superior Judge; and Marjorie King, contact executive, Walter Landor Associates.

Sponsored by the Chamber's Retail Merchants Association, the contest will run during the month of December, with awards presented to the winning districts shortly after Christmas. Some 25 to 30 neighborhood shopping districts are expected to enter the contest, which is designed to promote a more colorful Christmas throughout the city.

## Traffic Safety Aim Of High School Classes

Traffic safety classes in every California high school are the objective of an intensive campaign soon to be launched throughout the State under the leadership of the California Association of Insurance Agents.

First step will be taken December 1 at a conference in Sacramento to be attended by officials of several state agencies and representatives of groups interested in the promotion of traffic safety education. This was one of the activities that was recommended also by the Committee for Traffic Safety of the San Francisco Chamber of Commerce when it launched its program of public education in proper highway use.

Three teachers' seminars at Berkeley, Los Angeles and Fresno have been arranged by the National Automobile Club and the Association of Casualty and Surety Companies will provide instructors. In addition, arrangements have been made for the automobile dealers of California to provide free of charge, dual-control cars for high schools which agree to train teachers and set up this new course.

## New Warehouse For Graybar Electric; Will Cost Almost a Million

Graybar Electric Company will construct a new \$750,000 office and warehouse in San Francisco on Alameda Street between De Haro and Rhode Island, it was announced today by the San Francisco Chamber of Commerce.

It will be a three-story building with 60,000 square feet of floor space and will be served by two spur tracks.

### FOUR EXPANSION MOVES

The new warehouse will contain the latest electrical assembling and conveying equipment, and will have its own adjoining parking lot for customers and employees, extending clear through the block.

Commenting on the new building, J. P. Carson, manager of Graybar's Central Pacific District covering the cities of San Francisco, Oakland, Fresno, Sacramento, Salt Lake City and Boise, said:

"This is our fourth move since the Western Electric Company acquired the pioneer firm of California Electric Works for its supply department here in 1902. From 547 Mission, we moved to larger quarters at 680 Folsom Street just prior to the 1906 fire and earthquake. In 1930, we moved to our present headquarters at 9th and Howard, which we have now outgrown."

### EMPLOYEE-OWNED

Name of the company was changed in 1926 when the Supply Department of the Western Electric Company became the Graybar Electric Company, using the name of the two founders of the company, Gray and Barton.

In 1929, the Graybar employees purchased the company. Since that time, Graybar has been completely owned by its employees.

The company has 102 branches in American cities and is engaged in the distribution of electrical materials, supplies and appliances.

Alfred H. Nicoll, a San Franciscan, is president of the firm with headquarters in New York.

Construction of the new office and warehouse will be handled by Cahill Brothers, San Francisco contractors. Details of the transaction were handled by C. N. Gustafson of the James Hurst Company and Norris, Beggs and Simpson, real estate brokers.

## Carlisle Opens New Plant

Climaxing 96 years of business in San Francisco, A. Carlisle & Company this week opened its new \$2,000,000 printing and lithographing plant and general offices.

## Getting Personal

Retirement and replacement of three **San Francisco Bank** executives was announced this week by Parker S. Maddux, bank president.

Those retiring are **Fred A. Cellarius**, vice president and manager of the West Portal branch; **Oscar E. Paulsen**, vice president and manager of the Park Presidio branch; and **Walter A. Scheffauer**, vice president and manager of the Haight Street branch.

To fill the vacancies, Maddux announced the following promotions:

**Herbert J. Gaevert**, assistant vice president, will be vice president and will take over the Park Presidio branch; **William A. H. Fleischer**, assistant vice president, becomes vice president and manager of the Haight Street branch; and **Robert A. Peters**, assistant vice president, has become vice president and manager of the West Portal branch.

**Fred Long**, former United Air Lines Traffic Representative, has organized the **Illuminating Display Company** with headquarters here. He will cover Northern California and the Northwest and will center his marketing about the new Prism Signs, illuminated sign products for interior display and sales messages.

Long will have offices in the Mills Tower.

Another new firm, specializing in optical goods, is the **Overseas Finance and Trading Company**, an import-export firm at 465 California Street. **H. W. Lilholm** is secretary-treasurer.

**San Francisco Centennial** chairman, **Carl J. Eastman**, this week announced that the joint State-City contract for creating a Centennial Center in historic Portsmouth Plaza has been "signed, sealed and delivered" and that preliminary work will begin at once on the project for the Gold Rush celebrations of '49 and '50. Eastman was the 1947 president of the Chamber. He also announced that **Barney Gould** will be the managing director of the **Centennial Committee**.

**M. E. Spaght**, vice president of **Shell Development Company**, will succeed **A. E. Lacomble** as president on January 1, 1949, when Lacomble becomes chairman of the Board, according to an announcement from the company.

Spaght will move from New York to the company's headquarters in San Francisco, and Lacomble will go to New York.

## New Retail Group Heads



*P. R. Mills (second from right), past president of the Retail Merchants Association of the San Francisco Chamber of Commerce, welcomes R. S. McConnell as newly-elected president of the Association; Vice-President R. C. McLaren (left) and Managing Director D. P. Street (right). The officers were elected at the Association's meeting last week.*

## '49 Chamber Directors Nominated; Election Nov. 30

Nomination of 31 civic leaders to serve as members of the 1949 Board of Directors of the San Francisco Chamber of Commerce was reported this week by Brayton Wilbur, chairman of the Nominating Committee.

Ballots which have been mailed to Chamber members, will be counted on Tuesday, November 30.

Following are the choices of the Nominating Committee:

**New director nominations:** Joseph R. Allendorf, Eastman Kodak Company; Milton E. Dorman, president, Ever Ready Products Company; Thomas G. Franck, vice president and treasurer, Wilbur-Ellis Company; William E. Gallagher, International Business Machines; Ronald E. Kaehler, president, San Francisco Stock Exchange; Joseph A. Moore, Jr., president, Moore Dry Dock Company; J. L. Perry, Columbia Steel Company; William P. Scott, Jr., Scott Company; Louis Sloss, first vice president, H. S. Crocker Company, Inc.; and D. Rae TeRoller, vice president, Manning's, Inc.

**Director renominations:** L. Harold Anderson, vice president and assistant general manager, Pacific Gas & Electric Company; R. J. Barbieri, vice president,

Bank of America, N. T. & S. A.; Reginald H. Biggs, vice president and general manager, The Emporium; Paul A. Bis-singer, vice president and director, Bis-singer & Company; James F. Crafts, president, Fireman's Fund Insurance Company; Vern A. Culver, vice president, Chanslor & Lyon; Robert Di Giorgio, assistant secretary and assistant treasurer, Di Giorgio Fruit Corporation; Gerald A. Dundon, vice president and general manager, Pope & Talbot, Inc.; Henry Eickhoff, Jr., attorney; J. A. Folger, president, J. A. Folger & Company; James E. French, Jr., vice president, J. E. French Co.; Dwight K. Grady, assistant to president, Rosenberg Brothers & Co.; Lloyd E. Graybiel, vice president, American Trust Co.; Edward T. Haas, Haas & Rothschild; Carl Livingston, vice president, Livingston Bros.; Dwight L. Merri-man, E. S. Merriman & Sons; Henry E. North, vice president and Pacific Coast manager, Metropolitan Life Insurance Co.; T. S. Petersen, president, Standard Oil Company of California; Claude E. Peterson, vice president, System Passenger Traffic, Southern Pacific Company; Richard Spier, Northern California division manager, Fox West Coast Agency Corporation; and Benjamin H. Swig, president, Fairmont Hotel Co.

# Industrial Expansion

## OCTOBER

New industrial plants and expansions in the Bay Region and Northern California for October totaled 68 projects with an investment of \$5,630,200, according to a report released by the Industrial Department of the San Francisco Chamber of Commerce.

The Bay Region (12 Counties) accounted for 47 of the new projects with expenditures of \$3,135,200. In the same area there were 17 expansions during the month with investments totaling \$1,206,000.

San Francisco City and County accounted for 12 new ventures with an investment of \$539,000 and 125 newly created jobs. Expansions in this area were 6, showing an expenditure of \$346,000 and 54 new jobs.

Total developments through October for 1948 show:

### San Francisco

68 expansions ....	\$10,401,000	1,372 jobs
56 new plants ....	1,757,500	1,920 jobs

124 projects .....	\$12,158,500	3,292 jobs
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### Bay Region (12 Counties)

189 expansions ...	\$60,417,700
222 new plants ....	20,339,600

411 projects .....	\$80,757,300
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### Northern California

211 expansions ...	\$69,129,700
248 new plants ....	26,814,600

459 projects .....	\$95,944,300
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Some new October projects are:

**Pacific Felt Company** of 710 Turk Street, San Francisco, is planning a \$40,000 expansion at 700 York Street which will increase its production as well as supply 5 new jobs to our area.

A new enterprise—the **Sate-T Pacific Baking Company**—will soon operate from a new plant at Mariposa and Minnesota Streets. The new plant represents a \$40,000 investment and will employ some 20 persons.

Another new plant in the Bay Area is the **Blue Ox Industries'** plant at Redwood City. They are fabricators of Post formed decorative and industrial plastics.

**Clements & Company** are building a new factory at Centerville for the production of asphalt. The expenditure will be about \$100,000.

**Fontana Food Products**, a division of Hunt Foods, Inc., is to build a new \$1,000,000 plant on West A Street, Hayward, to replace and expand its burned-out San Francisco plant.

# United Nations Peace Problems Will Be Told By Senator Knowland

The challenge of Operation "Peace" will be given by the Honorable William F. Knowland, U. S. Senator from California, when he discusses the role of the U. S. in the United Nations at a luncheon Friday, Dec. 3.



HONORABLE WILLIAM F. KNOWLAND  
U. S. Senator from California

## Washington Reports . . .

benefits such as flood control, municipal water supplies, as well as increased crop and livestock production, will result from greater irrigation facilities. Increased industrial advancement of the West will be stimulated also by larger quantities of moderate-priced water power.

Copies of this report may be obtained from the Chamber's Washington Office.

This report from the nation's capital is prepared each week by Alexander von Hatften, manager of the Washington Office of the San Francisco Chamber of Commerce.

Published weekly at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Leonard B. Gross, Editor, Telephone EX-6000 2-4511. (Subscription, One Dollar a year.) Entered as Second Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

Sponsored by the Northern California Chapter of the American Association for the United Nations, the San Francisco Chamber of Commerce, and the San Francisco Commercial Club, the luncheon will be held in the Club's main dining room.

## LONG LEGISLATIVE CAREER

Assistant publisher of the Oakland Tribune, Senator Knowland was a member of the California State Assembly from 1933 to 1935 and of the State Senate from 1935 to 1939. In 1938 he was named Republican National Committeeman for California and in 1940 was selected as a member and later as chairman of the Executive Committee. He was active in this position until his induction into the Army in 1942.

In 1945, he was appointed U. S. Senator to succeed the late Senator Hiram W. Johnson, and in the next election was re-elected for a full term.

## Export Packing . . .

ner will cover general packing recommendations for all foreign shipments, including a number of reprints on export packing from leading shipping publications and a report entitled, "Ports of the World—1948," published by the Insurance Company of North America. This report contains a section on foreign port conditions, a detailed analysis of preventable losses on export shipments and information on modern packing methods necessary to prevent them.

Commenting on the drive, Alvin C. Eichholz, manager of the World Trade Department of the Chamber, said:

"There are a number of highly important factors to consider before deciding on the type of package or container for an overseas shipment. Each individual case must be judged on its own merits, and the final decision should be made after a thorough analysis of the circumstances involved. The losses incurred by the trade in the past few years through defective, unscientific packing have run into millions of dollars and represent large losses not only to manufacturers and insurance firms but also to the foreign countries involved. Proper export packaging can contribute also to solving the problem of pilferage."





# Bay Region Business

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SAN FRANCISCO CHAMBER OF COMMERCE

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Number 49

## Reports

From The Chamber's

## WASHINGTON OFFICE

### AMERICAN MERCHANT MARINE

The Joint Committee for the American Merchant Marine will hold an important meeting in Washington on December 8.

The Committee, which represents maritime labor, management and government, will issue a general statement on the state of the American Merchant Marine, decide what promotional and educational steps to take to augment the individual work of member organizations, and make plans for observance of National Maritime Day in 1949.

The San Francisco Chamber of Commerce, a member of the Committee, will be represented at the meeting by Alexander von Hafften, manager of the Chamber's Washington Office.

### MUNICIPAL BUILDING CODE

The Housing and Home Finance Agency, in cooperation with other agencies, has recently drafted suggested model legislation to aid many communities in bringing their building codes up-to-date and at the same time avoiding the excessive cost frequently entailed in adopting model building codes or building code revisions.

This action is in line with the Housing Act of 1948 passed by the special session of Congress last August which authorized the HHFA to undertake such a program.

### NEW COMMITTEE

Samuel B. Morris, general manager and chief engineer of the Department of Water and Power, Los Angeles, has been appointed one of the members of the newly-formed Committee on Geophysics and Geography, a merger of the Committee on Geophysical Sciences and the Committee on Geographical Exploration, two units of the Research and Development Board, National Military Establishment.

This report from the nation's capital is prepared each week by Alexander von Hafften, manager of the Washington Office of the San Francisco Chamber of Commerce.

## Bay Crossing Plans On View



Ralph Tudor, chief engineer of the San Francisco Bay Toll Crossings Division of the State Department of Public Works, points out phases of the State's plan for a parallel bridge to the Board of Directors of the San Francisco Chamber of Commerce, its Second Bay Crossing Committee and members of the Chamber's staff. Occasion was the group's visit to the parallel bridge exhibit in The Emporium.

## Strike Losses Can Be Cut Through Trade Zone . . .

How San Francisco importers can cut their losses on cargoes tied up by the recently concluded maritime strike was revealed today by Alvin C. Eichholz, manager of the World Trade Department of the San Francisco Chamber of Commerce, in making public suggestions offered by James O'Leary of West Coast Terminals, Inc., operating managers of Foreign Trade Zone #3 and Paul Ahearn, Deputy Collector of Customs in Charge of the Zone.

"The special facilities provided for by our Foreign Trade Zone give importers, marine insurance underwriters, brokers, surveyors, appraisers, claim agents and adjusters an unusual opportunity to save money, time and personnel in handling import cargoes that have been strikebound," Eichholz said.

In a letter to Eichholz, O'Leary said: "As you are aware, we have in the port of San Francisco, Foreign Trade Zone #3. This Zone is an area set apart from customs territory into which foreign merchandise may be brought free of duty for storage, sorting, examining,

(Continued on Page 4, Col. 2)

## Report by the Research Department

## General Business Activity

## TREND

General business conditions in October in San Francisco climbed into a new high area. Bank debits established a new all-time monthly top which was over one hundred million above last October. Construction permits value for the month doubled last year with residential permits value one and three-quarters times last October. Retail department store sales during October continued to show gains in contrast to losses in the Twelfth Federal Reserve District as a whole. Manufacturing industries also made good gains. Sales of electrical energy, Bridge vehicle crossings and postal receipts also were above last year. Total employment claims at the end of October were fewer than in the early Spring or mid-Summer months, despite effects of recent disputes in the maritime and oil industries.

Our Index at 254.3 was 1.6% above September and 2.3% above October a year ago. The 10 months average of 236.3 was up 5.6%. Among activities slipping below last October were real estate sales, Stock Exchange transactions, freight car movements, sales of commercial and industrial gas, and carload and ship movements.

## CONSTRUCTION

October building permits value of \$10,273,343 was the highest month total since March 1946 when a rush was made to file before restrictions became effective, and 104% above last October and nearly double the monthly average for this year. The Stonestown housing development contributed importantly to the residential total of 203 permits valued at \$7,572,640 and provided for 935 dwelling units, bringing the 10 months total dwelling starts to 3,592 or 1,052 better than a year ago. October non-residential permits value of \$749,975 slumped 18.4%, but additions, alterations and repairs of \$1,468,728 were up 19.6%. The 10 months cumulative permits of 7,729 valued at \$55,971,165 were only slightly above last year in number but nearly \$18,000,000 or 46.8% greater in value.

Real estate sales continued with a

sizeable monthly volume amounting to 1,180 valued at \$14,302,710, but about one-third below last year. The 10 months cumulative sales of 13,421 valued at \$164,855,670 were about one-sixth under last year.

## FINANCE

October San Francisco bank debits of \$2,565,046,000 established a new monthly high and carried the 10 months cumulative to \$23,158,279,000 or 11% above last year. October postal receipts of \$1,755,175 were up 3.4% while the cumulative of \$15,735,995 rose 5%. October San Francisco Stock Exchange transactions were off about one-fourth compared to last October but the cumulative period showed a gain of 15.8%.

## RETAIL SALES

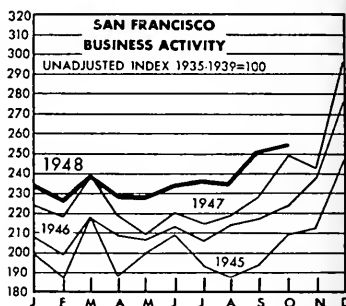
Department store sales in San Francisco during the four weeks ending October 30 were 3% above last year, compared to 3% in the Twelfth District and 9% gain in the nation. Sales for the 41 weeks of this year were up 6% in San Francisco compared to 3% in the Twelfth District.

Independent retail store sales in San Francisco for the first 9 months (latest data available) were up 4% above last year compared to 2% in Los Angeles. Sales in Alameda and San Francisco Counties were up 5% compared to 4% in Los Angeles for the same period.

Pacific Coast Wholesaler sales during September for the first 9 months were 10% better than the same period a year ago, compared to 9% and 10% in the nation. Only three sections of the nation, the Mountain with 13%, the West South Central with 12%, and the East South Central with 14% topped the Pacific Coast in September. Sales by groups on the Pacific Coast for the first 9 months were as follows: Electrical group up 14%; furniture and household 14%; industrial supplies 10%; lumber, building and hardware 35%; plumbing and heating 13%; drug sundries 2%; dry goods 17%; meat and meat products 31%; and groceries 6%. Automobile supplies was the only line reported with sales below a year ago and was off 9%.

## EMPLOYMENT

During October 4,039 placements were made in San Francisco, of which 3,019 were in the industrial field and 1,020 in the commercial field. Industrial placements were 18.2% below last October but commercial placements were practically identical. Employment gains were reported in some industries, such



as printing and publishing, chemical, stone, clay and glass, and fabricated metals, while reductions were reported in some women's clothing industries, food products, furniture, and transportation equipment.

Despite the prolonged disputes in the maritime and oil industries in this area, and other seasonal reductions, the total unemployment claims in San Francisco for the week ending November 4, reported by the California State Employment Service, were 12.2% fewer than in early May and 9% fewer than mid-July. The employment outlook in many fields will not change much during the rest of the year, but with the maritime and oil industries situation clearing and expected increased employment in the retail trade, Post Office, and small gains in the industries such as baking, confectionery, tobacco, and paper and printing, the outlook in these fields is bright.

## TRANSPORTATION

Freight car movements in San Francisco during October totaling 18,047 cars were 16% below last year with the 10 months cumulative off 19.5%. There were 175 ship arrivals in October, principally oil tankers and Government vessels, compared to 290 a year ago without the maritime labor dispute. The ship arrivals for the cumulative period of 2,923 were off 4.6% compared to last year but the net registered tonnage was practically identical.

Exports from the San Francisco-Oakland Customs District for August (the latest available) amounted to \$30,500,000 compared to \$30,700,000 in August a year ago. The 8 months cumulative \$222,200,000, were off 21.8%. August imports of \$21,000,000 were up 123.4% with the 8 months cumulative \$158,500,000 up 54.3%.

# Survey of Business Conditions in San Francisco

## October, 1948

BRANCH OF ACTIVITY	OCTOBER 1948	OCTOBER 1947	PER CENT CHANGE	10 MONTHS 1948	10 MONTHS 1947	PER CENT CHANGE
<b>GENERAL BUSINESS ACTIVITY</b>						
S. F. C. of C. Index 1935-39 Avg. = 100.....	254.3	248.5	2.3	236.3	228.8	5.6
<b>CONSTRUCTION PERMITS</b>						
Total.....(number)	754	962	-21.6	7,729	7,184	7.6
Residential, New.....(number)	10,273,543	5,028,048	-104.3	55,971,165	38,116,838	46.8
Dwelling Units.....(number)	203	293	-30.7	2,378	2,084	14.1
Single Family Dwellings, New.....(value)	7,572,640	2,881,131	162.8	30,353,778	18,621,478	63.0
Non-Residential, New.....(number)	935	341	174.2	3,592	2,440	47.2
Dwelling Units.....(number)	169	251	-36.3	2,001	1,835	9.0
Single Family Dwellings, New.....(value)	1,443,300	2,181,631	-33.8	18,131,688	14,593,578	24.2
Non-Residential, New.....(number)	13	26	-50.0	209	209	0.0
Dwelling Units.....(value)	749,975	918,575	-18.4	14,578,092	9,423,397	54.7
Single Family Dwellings, New.....(number)	537	643	-16.5	5,141	4,891	5.1
Non-Residential, New.....(value)	1,468,728	1,228,312	19.6	10,557,295	10,071,963	4.8
<b>REAL ESTATE</b>						
Sales.....(number)	1,180	1,778	-33.6	13,421	15,997	-16.1
Mortgages and Deeds of Trust.....(value)	14,302,710	22,194,682	-35.6	164,855,670	193,876,507	-15.0
Mortgages and Deeds of Trust.....(number)	1,354	1,883	-28.1	14,738	16,542	-10.9
Mortgages and Deeds of Trust.....(amount)	10,217,110	14,808,929	-31.4	124,454,935	149,827,136	-16.9
<b>RETAIL DEPARTMENT STORE SALES</b>						
San Francisco.....(index)	255	251	1.6	244	236	3.4
<b>FINANCE</b>						
Bank Deposits.....(\$000)	2,565,046	2,459,709	4.3	23,158,279	20,864,316	11.0
Bank Clearings.....(\$000)	1,795,893	1,773,923	1.2	17,251,883	16,006,823	7.8
Postal Receipts.....(\$)	1,755,175	1,697,716	3.4	15,735,995	16,556,723	5.0
San Francisco Stock Exchange.....(no. shares traded)	798,177	1,099,874	-27.4	10,281,127	8,878,948	15.8
San Francisco Stock Exchange.....(market value)	12,570,399	17,666,343	-28.8	154,797,179	133,678,164	15.8
<b>COMMERCIAL FAILURES</b>						
Liabilities.....(\$)	182,293	192,454	-5.3	1,802,848	1,543,751	16.8
Assets.....(\$)	71,545	31,438	127.6	1,057,641	677,074	36.1
<b>EMPLOYMENT &amp; PAYROLLS—Bay Area (5 Co's.) (a)</b>						
Employment.....(index)	(n)	(n)	—	(n)	(n)	—
Payrolls.....(index)	(n)	(n)	—	(n)	(n)	—
<b>NON-MFG. INDUSTRIES—(5 Co's.) (a)</b>						
Laundrying, Cleaning, Dyeing.....(payroll)	(n)	(n)	—	(n)	(n)	—
Wholesale Trade.....(payroll)	(n)	(n)	—	(n)	(n)	—
Retail Trade.....(payroll)	(n)	(n)	—	(n)	(n)	—
Hotels.....(payroll)	(n)	(n)	—	(n)	(n)	—
<b>PLACEMENTS IN SAN FRANCISCO—C.S.E.S.</b>						
Industrial Placements.....(total)	4,039	4,703	-14.2	32,610	37,374	-12.8
Commercial Placements.....(number)	3,019	3,689	-18.9	23,317	27,915	-16.5
Commercial Placements.....(number)	1,020	1,023	-0.3	9,296	9,459	-1.7
<b>TRANSPORTATION</b>						
Freight Car Movements.....(number)	18,047	21,490	-16.0	180,464	224,106	-19.5
San Francisco Airport Traffic.....(no. planes)	(n)	6,517	—	(n)	51,848	—
Express Shipments—Rail.....(number)	202,800	284,385	-28.7	2,215,304	2,780,682	-20.3
Express Shipments—Air.....(number)	18,038	17,940	0.5	185,386	179,415	3.3
Express Shipments—Air Mail Loaded.....(pounds)	(n)	626,142	—	(n)	4,915,825	—
<b>WORLD TRADE</b>						
Vessel Arrivals with Cargo.....(number)	175	290	-39.7	2,923	3,065	-4.6
Vessel Arrivals with Cargo.....(net registered tons)	893,717	1,379,619	-35.2	14,007,627	14,132,556	-0.9
Vessel Departures with Cargo.....(number)	156	296	-47.3	2,895	3,150	-8.1
Vessel Departures with Cargo.....(net registered tons)	815,661	1,409,357	-42.1	13,917,953	14,296,528	-2.4
Exports.....(Value millions of dollars)	30.5(d)	30.7(e)	0.0	222.2(f)	283.9(g)	-21.8
Imports.....(Value millions of dollars)	21.0(d)	9.4(e)	123.4	158.5(f)	102.7(g)	54.3
<b>UTILITIES</b>						
Electric Energy Sales Index.....(k.w.hrs.)	196	194	1.0	191	194	-1.5
Industrial and Commercial Gas Sales.....(cu. ft.)	997,894,100	1,168,399,690	-14.6	12,233,425,100	12,352,337,000	0.0
Water Consumers.....(net gain)	(n)	543	—	(n)	2,931	—
<b>NEW DEVELOPMENTS</b>						
Tourist and Settlement Inquiries.....(number)	381	295	29.1	5,598	5,134	9.0
Bay Bridge Vehicle Crossings.....(number)	2,311,017	2,272,206	1.7	21,831,538	21,629,779	0.9
Golden Gate Bridge Vehicle Crossings.....(number)	687,818	622,759	10.4	7,066,766	6,609,946	6.5
<b>DAIRY RECEIPTS, FRUITS &amp; VEGETABLES</b>						
Butter.....(pounds)	1,819,833	2,051,777	-11.3	23,888,141	26,083,816	-8.4
Cheese.....(pounds)	2,497,305	1,575,286	58.5	15,964,851	16,304,231	-2.1
Eggs.....(cases)	77,418	80,990	-4.4	808,010	982,900	-8.6
Poultry, Dressed.....(pounds)	1,181,870	1,504,115	-21.4	10,798,505	14,478,571	-25.4
Fruits and Vegetables.....(carlots)	(n)	2,239	—	(n)	19,458	—
LIVESTOCK SLAUGHTER (b).....(total number)	152,780	181,371	-17.1	1,705,524	1,771,183	-3.7
Cattle.....(number)	31,552	46,077	-31.5	371,464	424,886	-12.6
Calves.....(number)	11,477	17,725	-35.3	132,486	139,336	-4.9
Sheep and Lambs.....(number)	76,329	84,320	-9.5	820,601	821,341	-0.1
Hogs.....(number)	33,422	36,249	-7.8	335,673	385,620	-13.0
<b>S. F. LIVING COSTS 1935-39 Avg. = 100</b>						
Food.....(index)	224.4(h)	210.4(h)	6.5	219.7(k)	203.7(k)	7.9
Apparel.....(index)	196.7(h)	178.8(h)	10.0	190.9(k)	176.3(k)	8.3
Fuel, Electricity and Ice (e).....(index)	115.3(h)	110.1(h)	4.4	114.2(k)	109.0(k)	4.8
Rent.....(index)	83.1(h)	82.7(h)	0.5	82.9(k)	82.7(k)	0.2
Gas and Electricity.....(index)	72.7(h)	72.7(h)	0.0	72.7(k)	72.7(k)	0.0
Other Fuel and Ice.....(index)	126.9(h)	118.2(h)	7.4	123.5(k)	117.0(k)	5.6
House Furnishing Goods.....(index)	165.2(h)	157.2(h)	5.2	163.0(k)	153.7(k)	6.1
Miscellaneous.....(index)	162.1(h)	15.8(h)	7.6	158.1(k)	148.6(k)	6.4
All Items.....(index)	177.1(h)	165.7(h)	6.9	173.3(k)	161.9(k)	7.0

(a) These data are based on reports submitted to the Division of Labor

Statistics and Law Enforcement, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1935 and electricity costs since 1921.

(d) August 1948

(e) August 1947

(f) 8 months 1948

(g) 8 months 1947

(h) September latest available

(i) 3 quarter average

(k) Not available

Acknowledgement is hereby made to Thomas Magee & Sons, Dun & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

## Getting Personal

Several San Franciscans are on the 1949 Board of Directors of the California Retailers Association.

E. C. Lipman of the Emporium-Capwell Company and Cachot S. Davis, of the White House were elected vice-presidents. R. B. Hale of Hale Brothers was named to the board of directors.

Establishment of an Oakland branch of the Simplex Piston Ring Service Company of California was announced this week by company president, Herman V. Boley.

Home office of the firm is in San Francisco.

Simplex products are used by automotive and aviation manufacturers.

The Sutliff Tobacco Company, in commemoration of California's Centennial Celebration and its own one-hundredth birthday, has just released a booklet telling the story of its past.

Copies of "100 Years with the Sutliff Tobacco Company" are being mailed to the firm's retailers, jobbers and suppliers throughout the country.

Founded as a small tobacco shop in 1849 by Henry and Thomas Sutliff, the firm now enjoys world-wide distribution of its pipe tobaccos.

Will Williams, Jr., associated with the San Francisco Chamber of Commerce for the past six years as Manager of Publicity and more recently as Public Relations Manager, this week announced establishment of his own public relations firm.

Headquarters of the new firm will be located in the Bank of America building, 300 Montgomery Street.

Prior to joining the staff of the Chamber in 1942, Williams was editor of a Honolulu daily newspaper, the Hawaii Hochi.

Insurance Brokers Exchange of California will open a branch office in Los Angeles to service its Southern California members, according to an announcement from J. F. Burke, Exchange president.

The Los Angeles office will be under the direction of Gerald T. Davis.

## Cargoes . . .

taking of samples, grading, cleaning, mixing, assembling, repacking or manipulating in any way to make it more acceptable to the buyers or importers.

"We are all aware of the paralyzing strike that has just been settled and of the many thousands of tons of imported merchandise that has been frozen on the docks and in the holds of ships. As you know, this prolonged confinement causes deterioration and the merchandise would not measure up to the samples from which the importer originally placed his order.

"Most of the merchandise is imported from foreign lands and as such, is dutiable but Foreign Trade Zone #3 offers the importers, ship owners and marine underwriters alike a chance to salvage their losses or damaged or deteriorated cargo.

### LOSS SALVAGE POSSIBLE

"This cargo may be brought directly from the docks to the Foreign Trade Zone at Pier 45 where importers may open, rate claims and salvage good merchandise and reject the unsatisfactory and pay duty on the good merchandise with an adjusted rate of duty on the salvage.

"We have facilities in the Zone to assist in the handling and disposing of salvaged merchandise.

"These benefits offer untold advantages to the underwriters caught in this dilemma and makes toward a better feeling to his clients and justifies the benefits of insurance by insuring a more equitable settlement of claims. The insured can come down to the Foreign Trade Zone and select the goods in his opinion that are saleable and reject the damaged, and there is no quibbling and letter writing that usually arises in the settlement of claims that are handled in the ordinary manner.

"We have a deputy custom collector at the Foreign Trade Zone. Any custom problem that may arise will be solved by a call to Mr. Paul Ahearn, Deputy Custom Collector in Charge, Foreign Trade Zone #3. Phone: YUkon 6-3111, Local 873."

In another expression of opinion on the subject, General Robert H. Wylie, manager of the Port of San Francisco, said:

"While the present emergency points up effectively the facilities of the Foreign Trade Zone, these services and facilities are available at all times to importers to effect savings in their handling of merchandise."

## Chamber Help On French Exhibit Lauded

Thanks for the assistance given by the San Francisco Chamber of Commerce to the recent exhibit of French products came this week from Robert Lacoste, Minister of Economic Affairs, Paris.

In a cablegram from Paris to W. P. Fuller Brawner, president of the Chamber, Lacoste said:

"Please accept expression personal gratitude for help given by San Francisco Chamber Commerce to organizers exhibit 'France Comes To You'. Please convey deep felt thanks to all who have so generously contributed to success this exhibit and particularly to all stores which organized special displays French goods as well as travel agencies. This assistance is one more example of the outstanding cooperation which our two countries have always enjoyed and of traditional friendship between San Francisco and France."

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511. Ext. 56

D-7059 — HAROLD JACKSON, Box 320, San Carlos, Calif., patent holder of finger nail polish guard wishes to contact firms or individuals to handle production and distribution of this item, giving Mr. Jackson a royalty. Trade acceptance established. Already in receipt of inquiries for representation for domestic and foreign sales.

D-7060 — DRAKE AMERICAN CORPORATION, 20 E. 50th St., New York 22, N. Y., sole sales agency for the HILL DIESEL ENGINE CORP., manufacturers of diesel engines, seeking a suitable distributor for these diesel engines in the state of California.



**FIGHT TB**  
**Buy Christmas Seals**



# Bay Region Business

PUBLISHED BY THE  
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 5

Thursday, December 9, 1948

Number 50

## Henry E. North Is New Chamber Head

*Reports  
From The Chamber's*  
**WASHINGTON OFFICE**

### WATER POLLUTION CONTROL

San Francisco has been designated by the Federal Works Agency and the Federal Security Agency to be the location for one of 14 basin offices in the United States which will work with the two agencies on water pollution control under the Water Pollution Control Act passed by Congress last June.

Under the law, states will receive financial and technical assistance in the formulation and execution of their water pollution control programs from the Surgeon General of the Public Health, who is under the supervision and direction of the Federal Security Administrator.

The Bureau of Community Facilities, FWA, will administer Federal grants to aid in preparation of plans and the loans for planning or construction of treatment works. Before such a grant or loan may be made, a project must first be approved by the State Water Pollution Control Agency and by the Surgeon General of the Public Health Service.

The water pollution control activities will be organized by the Surgeon General on the basis of drainage basin areas. Fourteen river basin offices will be established to implement the program in their respective watersheds, with the Water Pollution Control Division of the Public Health Service in Washington, D. C., as the headquarters.

San Francisco will be the headquarters of Basins #12 and 13. The area covered by Basin #12 includes parts of the states of California, Nevada and Utah. Basin #13 embraces part of the state of California and a small part of south central Oregon.

### 1949 BUILDING CONSTRUCTION

New construction in 1949 is expected to reach a value of over 18 billion dollars, establishing a new dollar volume record for building activity, according to the U. S. Department of Commerce.

The 1949 president of the San Francisco Chamber of Commerce is Henry E. North, vice-president and Pacific Coast manager of the Metropolitan Life Insurance Company, according to election results announced by the Chamber today.

### Insurance Executive



North will take office January 1, 1949.

### OFFICERS NAMED

Paul A. Bissinger, vice-president and director, Bissinger & Company, was elected first vice-president.

Robert Di Giorgio, officer and director, Di Giorgio Fruit Corporation, was elected second vice-president.

Dwight L. Merriman, partner, E. S. Merriman & Sons, was elected third vice-president.

G. L. Fox, general manager of the Chamber, was re-elected as fourth vice-president.

Elected as treasurer was James F. Crafts, president of the Fireman's Fund Insurance Company Group; assistant treasurer is William E. Gallagher, field supervisor with International Business Machines.

Marie A. Hogan was re-elected as secretary.

North was treasurer of the Chamber during 1948 and succeeds the 1948 president, W. P. Fuller Brawner, vice-president and treasurer, W. P. Fuller Company.

### CHALLENGE TO BUSINESS

On accepting the presidency, North said:

"The year 1949 is a challenge to business throughout the whole of the United States, and especially so in San Francisco. In accepting the presidency of the Chamber of Commerce, I have taken what to me is an obligation to do my utmost in behalf of the best interests of the city, to do everything to make the city and this area a bigger and better place wherein to live.

"There is no section of the country that has more importance now and in the future than has the great city of San Francisco. It is one of the world's great ports and will rise in importance year by year.

"The San Francisco Chamber of Commerce is a representative organization. It consists of members from all classes of business who are exponents of the American enterprise system—a system

### 1949 President Has Notable Business Record

Thirty-five years of service with the same company is the notable record of Henry E. North, vice-president and Pacific Coast manager of the Metropolitan Life Insurance Company and 1949 president of the San Francisco Chamber of Commerce.

Born in Kansas City, Kansas, January 20, 1889, North moved to New York City in his early youth.

After studying at the Brooklyn Polytechnic Institute and the Harvard School of Business Administration, North spent three years as a civil engineer. In 1913 he became an agent for the Metropolitan Life Insurance Company.

Except for service abroad as an officer of the United States Army from May 1917 to July 1919, North's entire

(Continued on Page 4, Col. 3)

(Continued on Page 4, Col. 1)

## Aviation Dinner Dance Set For December 17

The 45th anniversary of the birth of aviation will be celebrated Friday, December 17, at the areawide Kittyhawk Day dinner at Alameda Naval Air Station.

The dinner honoring the Wright brothers' first successful flight will be sponsored by the Bay Area Chapter of the National Aeronautics Association. Guests of honor will be California veterans in aviation.

### MOVIE COLONY REPRESENTED

Buddy Rogers will act as master of ceremonies at the dinner which will feature dancing and presentation of door prizes related to aviation. Such aviation enthusiasts in the movie colony as Frances Langford, Jon Hall and Wayne Morris are also expected to be present.

Tickets, which are \$3.50 each, can be obtained from the San Francisco Chamber of Commerce, 333 Pine Street, EXbrook 2-4511.

## Electronics Training At Treasure Island

The U.S. Navy electronics technicians school at Treasure Island is now offering qualified 18-year old Navy enlistees training instruction in electronics comparable to a one-year course in civilian electronics schools.

This was revealed last week by the National Military Establishment of the Navy Department.

### RESERVE SERVICE

Following their year's training the one-year enlistees are released from active duty and are enrolled in the organized Naval Reserve for four years or the Volunteer Naval Reserve for six years to complete their obligated service under the Selective Service Act.

Primary purpose of the program is to build up a reserve of electronics technicians and qualified electronics instructors.

During the first 27 weeks of the regular Navy's 42-week course the one-year enlistees will receive basic training with Regular Navy enlistees. The final six weeks of training will be devoted to instruction in radio, sonar and radar equipment. Included in the curriculum is a minimum of 10 periods of instructor training.

## Bob Gros Touring Hawaii As Special San Francisco Chamber Representative

Robert R. Gros, advertising and publicity manager of the Pacific Gas & Electric Company, left last week for Hawaii as a special representative of the San Francisco Chamber of Commerce.

Gros will address chamber of commerce meetings in Honolulu and on the islands of Maui, Hawaii and Kauai, commenting on world affairs with special emphasis on the cold war. He will also make a radio address.

### GOODWILL GESTURE

Appointment of Gros as a special representative of the San Francisco Chamber followed a request for his appearance in the Islands from Lorin Thurston, president of the Honolulu Chamber of Commerce.

Thurston heard Gros speak at a San Francisco Chamber luncheon on September 30 and made his request at that time.

Purpose of the trip is a gesture of good will between San Francisco and the Hawaiian Islands.

Gros' remarks will be based on his experiences on a six weeks air tour of Europe, the Mediterranean and the Near East as an observer for the United States Navy and his long-time avocation of interviewing world leaders.

Gros, who is also president of the San Francisco Advertising Club, will be accompanied on the trip by his wife. He will remain in the islands for a week.

## Export Licenses Extended To The End Of 1949

Export licenses normally expiring during the period from November 10 through December 30, 1948, have been extended to the end of 1949, the Office of International Trade of the Department of Commerce has announced.

This action will enable exporters to utilize licenses which could not be used because of the two-coast longshoremen's strike and the resulting port tieup.

This extension is applicable to licenses covering exports from all U.S. ports if shipment is to be made by water.

## Truck Rental Company Purchased By S. F. Firm

Purchase of the San Francisco operation of the California Truck Rental Company was announced this week by the Transportation Lease Company, a subsidiary of S&C Motors, San Francisco truck and auto firm.

Acquisition of the company includes all of the vehicles and truck lease service agreements in operation with 19 San Francisco business firms.

The transaction makes Transportation Lease Company one of the two largest truck leasing firms in San Francisco, according to Kenneth Firth, vice-president of the company.

## California Leads In New School Construction . . .

For the first eight months of 1948, California led all other states in the volume of new school building construction and in sewer facility construction, according to an analysis released today by the San Francisco Chamber of Commerce.

### EIGHT MONTHS TOTAL

Based on information supplied by the Federal Works Agency, the Chamber analysis showed that California's total of school construction begun during the first eight months of the year totaled 39 million dollars and sewer facility construction totaled 45 million dollars.

During the same period, Pennsylvania led all other states in the volume of new highway work, spending 114 million dollars, while New York ranked first in all other major types of construction.

In other categories of state and local public construction, California during the eight months period has spent or is spending \$1,396,000 on residential construction; \$22,879,000 on other non-residential building including hospital, administrative, recreational, penal and corrective buildings; \$8,528,000 on utilities; \$56,751,000 on highways; \$19,655,000 on water supply facilities; and \$9,678,000 on all other construction including airports.

## Getting Personal

**Lucia Arkin Co.**, representing manufacturers of gift, lamp and furniture lines, will open new San Francisco offices and showrooms on the second floor of the Western Merchandise Mart next month.

The new showrooms of this Los Angeles firm will be opened just prior to the Western Winter Market in San Francisco January 31 through February 5.

Appointment of **Charles S. Garvin** as retail manager of the **Shell Oil Company** was announced last week by **J. G. Jordan**, marketing vice-president.

Garvin will head Shell's service station sales on the Pacific Coast, with headquarters in San Francisco.

**William E. Guyman and Associates**, public relations and advertising firm, has announced the creation of a new department which will devote itself exclusively to the editing and production of employee publications for Bay Area firms.

Head of the new department, which will make it financially feasible for many firms to have their own house organ, is **Dan H. Morris**, San Francisco newspaperman.

**Walter A. Rohde**, manager of the San Francisco Chamber's transportation department, was recently re-elected a director of the **National Industrial Traffic League** at the organization's annual meeting.

Also re-elected as a director was **A. D. Carleton**, traffic manager of Standard Oil Company of California.

**Irving F. Lyons**, traffic director of California Packing Corporation, was re-elected vice-president.

**Frank J. Demeter** of San Francisco has just been named Western Regional Director for **National Flight System** under expansion and reorganizational plans recently announced by the board of directors of the nation's largest civilian flying program.

Demeter is in charge of NFS activities in 11 western states.

"National Flight System", explained Demeter, "is a nation-wide organization with a two-fold purpose in helping to advance private flying. The System offers money-saving club privileges and a standardized flight training program for would-be flyers as well as offering to flight operators increases in business volume."

**Robert R. Langer**, assistant manager of the Chamber's world trade department, participated in the recent second annual World Affairs Conference at Asilomar. Subject of the session was "Positive Alternatives To Communism".

## Chamber Testifying In C. A. B. Hearing On San Joaquin Valley Air Service

Establishment of air service between San Francisco and San Joaquin Valley communities not now linked by air with this city is necessary to maintain strong trade relations between the two regions.

This was one of the major points brought out by **Kenneth R. MacDonald**, manager, San Francisco Chamber of Commerce Aviation Department, when he testified before the Civil Aeronautics Board in the California-Nevada Service Case, Monday, December 6, in Washington, D. C.

## Home Goods Industry Having Winter Market Here January 31

New styles, products and selling techniques will highlight the showings and activities at the Western Market in San Francisco, January 31 through February 5.

The latest designs and products of over 2200 national and regional manufacturers of all types of home goods will be previewed at the Market by dealers and buyers from the West and the Pacific area.

Spotlighting the Market will be a number of trade events, including the Western Floor Covering Industry Dinner, Monday, January 31; the Western Furniture Industry Seminar, Tuesday, February 1; and the Western Radio-Television and Appliance Trade Dinner, Wednesday, February 2.

## Fight Tuberculosis By Buying Christmas Seals

The San Francisco Tuberculosis Association is now conducting its annual Christmas Seal Campaign — its only public appeal for funds and its only means of support.

Since the first Christmas Seal Sale some 40 years ago the tuberculosis death rate has dropped 80 per cent, according to Association officials. Tuberculosis, however, reportedly still takes the lives of some 50,000 Americans a year and is still the first disease cause of death in the age group 15-44.

In his testimony supporting new and additional air service connecting the San Francisco Bay Area with San Joaquin Valley communities, MacDonald appeared on behalf of the San Francisco Chamber, the City and County of San Francisco, and the Monterey Peninsula Chamber of Commerce.

### AVIATION RETURNS LARGE

In emphasizing the importance of air transportation in the economic life of San Francisco, MacDonald quoted the city's 1947 aviation income, which he said, amounted to more than \$35,000,000 in direct and indirect returns.

"Furthermore," he added, "the 1947 payroll of seven airlines operating in San Francisco amounted to \$18,832,323, topping by more than \$400,000 the 1944 boom-year payroll of San Francisco's water transportation system."

To show how air transportation has grown in San Francisco, MacDonald stated that in 1935 the city's airport handled approximately 49,000 passengers, with 16,300 air carrier transport plane operations into and out of the field.

"In 1947 the number of revenue passengers in and out of our airport had risen to 1,010,384 — nearly 21 times as many passengers as were handled 12 years ago," he said.

### AIR SERVICE LACKING

Pointing out that San Francisco is a market center for an extremely large trading area, MacDonald stated that the city was at a disadvantage, however, with respect to a number of San Joaquin Valley communities in the effort to develop trade relations because of lack of air service.

"Any and all new or improved facilities which will develop communications and travel between San Francisco and any segment of its trading area can only prove of mutual advantage and benefit," he declared.

Application to offer new feeder-line air service to San Joaquin Valley Communities has been made by Southwest Airways and has been approved by a Civil Aeronautics Board Examiner. While endorsing the proposed new air service, the San Francisco Chamber is not endorsing a specific air carrier for the service, but is requesting that the C.A.B. make such service available.

## New President . . .

that has made America great. Through the medium of the Chamber of Commerce, the business group has an opportunity to reflect and expound the principles that mean so much to every American.

"We have a very progressive membership, represented by 31 directors who are picked from all kinds of business. These men are willing and responsible, giving a great deal of their time to study the problems presented to them, and making recommendations for the betterment of the City of San Francisco. We also have a great many energetic committees which report to directors with their findings. All of these men give their time freely because they feel it is a privilege and a civic duty to be part of such an organization. To assist them, the Chamber of Commerce has very able management and a fine staff of paid specialists who are experts in their fields. All of these groups work together with a fine spirit of unity and co-operation for the advancement of San Francisco.

"For the New Year, a comprehensive and objective program will have our attention. Among other things, we shall work to:

- (1) Solve traffic and transit problems;
- (2) Develop more and better housing;
- (3) Attract and expand factories to broaden our employment base;
- (4) Stimulate and facilitate our domestic trade through aggressive market development and enhancement of market weeks and trade shows;
- (5) Reach over the seven seas for greater commerce;
- (6) Intensively promote our port, the excellence of its facilities and the advantages of 'Route via San Francisco';
- (7) Co-operate with all of the districts of the City for their improvement;
- (8) Serve as a source of authentic information about and publicize San Francisco and the Bay Region through effective literature and otherwise;
- (9) Give the community and our members effective representation at Sacramento and Washington;
- (10) Co-operate with the City Administration and all elements of the community in order that we may have many civic betterments and to be sure that San Francisco's destiny as a world city may be fulfilled."

## Small Industries Group Seeks Machine Shop Bids From Purchasing Agents

Purchasing agents of Northern California industries were urged this week to send one copy of all inquiries for bids for machine work to the central office of the Small Industries of Northern California, Inc.

In a report to the Manufacturers Committee of the San Francisco Chamber of Commerce, Donn Sigerson, president of the association, explained that this action will facilitate production when large manufacturers have work to be "farmed out" and the small industries have open machine time.

## Area's Home Building Hits \$17,000,000 During October

Home construction costing about \$17,000,000 was started in the San Francisco Bay Area in October, according to a report by Mac D. Kossoris, Regional Director, U. S. Bureau of Labor Statistics.

The cost estimate covers only materials and labor, but excludes profits, land costs and site improvements, Kossoris said.

### INCREASE OVER SEPTEMBER

Approximately 1575 dwelling units were started in the 5-county area. This is an increase of about 35 over September. Alameda County led with 489 units, followed by San Mateo County with 434, Contra Costa County 297, San Francisco County with 236 and Marin County with 116.

## Do Your Christmas Mailing Early!

Shop Early! Mail Early!

This appeal came today from Acting Postmaster John F. Fixa.

"Increased population means heavy mailing and early mailing will get the best service," Fixa said.

The Post Office requests that all mail be addressed in ink with the addressee's complete address and the sender's return address given. A card giving this information should be placed inside. Articles should be packed with paper cushioning in strong, corrugated cardboard boxes, wrapped in heavy paper and tied with strong twine. Breakable parcels should be marked "fragile" and perishable parcels "perishable".

### INFORMATION CENTRALIZED

The recently formed organization, which is composed entirely of small Northern California manufacturing plants and job shops in the metal working, machine working, woodworking, plastic, finishing, electrical and allied industries, was formed for the purpose of correlating the facilities and capacities of its members to enable purchasing agents to know what facilities and capacities are available.

Membership is open to any interested firms provided they meet the standards of financial responsibility and competency. The association's central office which has compiled an inventory of all its members' facilities, equipment and technical skill, is located at 616-29th Avenue, Oakland 1, California. Telephone is KEllog 4-7706.

Said Sigerson, "It is our hope that purchasing agents of the various industrial plants in the area will give our members an opportunity to bid on contracts by sending one copy of all inquiries for bids through our central office. In this way the organization can place a competitive bid and the arrangement will help both the industry and the organization."

## North . . .

subsequent career has been with Metropolitan.

North became a senior executive within 15 years after his start with the company, and fulfilled numerous executive assignments dealing with field work until 1937 when he was appointed to his present position.

North is a director of the Remedial Loan Association of San Francisco; president of the San Francisco Chapter of the National Safety Council and a director of the National Council.





# Bay Region Business

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## Reports

From The Chamber's

## WASHINGTON OFFICE

### AID FOR AGRICULTURE

A new insecticide called chlordane has been developed which offers greater possibilities of Japanese beetle grub control than any other material tested to date, according to entomologists of the U. S. Department of Agriculture.

This new insecticide, which is a relative of DDT, has been widely used for the control of grasshoppers, roaches and ants during the past two years. Several other soil-inhabiting insect pests in the grub stage are also effectively controlled at the same time with the same application.

This insecticide is nearly ten times more toxic to the grubs of the Japanese beetle than DDT and nearly 600 times more toxic than lead arsenate.

One treatment with chlordane will remain effective for at least two years, but it is not yet known whether this new insecticide will last as long as DDT, one application of which is still effective after nearly six years.

Although no recommendations have yet been made for its use in Japanese beetle grub control, this insecticide may find extensive use in infested areas if further experimentation continues to be promising.

### ECONOMIC COOPERATION

During the fiscal year 1948-49, ECA will earmark approximately \$10 million dollars for a new system of grants to stimulate trade between 13 of the Marshall Plan countries. Under the program, these nations will receive "conditional allotments" of dollars with the provision that they establish special drawing accounts in equivalent amounts of their own currencies for the use of ERP countries indebted to them. These allotments will permit balance-of-payments debtor nations to continue buying from European countries and consistent creditor nations to retain their trade with other European nations.

This program is being instituted to

(Continued on Page 4, Col. 1)

## Second Bay Crossing

## Chamber Asks State To Delay Decision On Site; Urges DeLeuw Study

In Sacramento this week to present the testimony of the San Francisco Chamber of Commerce on the Second Bay Crossing at the State Toll Bridge Hearing was G. L. Fox, general manager of the Chamber.

Following is the text of the statement approved by the Chamber's Board of Directors:

## American Mining And Metallurgical Engineers To Meet

The second annual meeting of the American Institute of Mining and Metallurgical Engineers, Inc. to be held outside New York City will take place in San Francisco, February 13-17, according to an announcement by William Wallace Mein, Jr., chairman of the San Francisco section.

### TALKS SLATED

Technical sessions and luncheons will be held for all Divisions of the Institute, with talks by leaders in this field slated for the program.

Proposed field trips include Kettleman Hills and the Rio Vista Gas Field, Grass Valley and the Yuba gold fields, the Permanente cement plant, and a post-convention tour to Hawaii.

Headquarters will be at the Fairmont Hotel. AIME members who have not yet made arrangements should write for hotel reservations to AIME Housing Bureau, Room 200, 61 Grove Street, San Francisco. Registrants should give a first and second choice of hotels, and enclose a deposit of \$5.00 per person or \$10.00 per room, the convention committee stated.

"The San Francisco Chamber of Commerce is on record in favor of a southern crossing. We have consistently taken this position, feeling that for the future development of the Bay Area, the additional areas that a southern crossing would serve are of the utmost importance. Not only is it necessary to relieve the congestion on the present bridge, but also to provide facilities which will contribute to the efficiency of land uses on both sides of the Bay and the growth and development and consequent prosperity of the East Bay communities, San Francisco and San Mateo, and, in turn, the State of California.

"The San Francisco Chamber of Commerce believes that the primary object of all concerned is to see that a second Bay crossing is constructed at the earliest possible date consistent with sound engineering and financing and with adequate consideration given to the problems of approaches, transit, traffic and transportation facilities in San Francisco as well as in the East Bay.

"Therefore, we recommend:

"(1) No formal action by the California Toll Bridge Authority in support of the Tudor recommendations until further steps have been taken to reconcile the views of the Division of San Francisco Bay Toll Crossings, the City and County of San Francisco, and Alameda, Contra Costa and San Mateo Counties;

"(2) Immediate conferences between representatives of the Federal, State and City and County governments to evolve a solution to the Bay crossing problem that will be favored unanimously;

"(3) Review of the present position of the City and County of San Francisco and the Tudor recommendations relative

(Continued on Page 4, Col. 1)

## Chamber Export Packing Program Has Heavy Response

Response to the export packing improvement program launched by the San Francisco Chamber of Commerce last month has been excellent, according to reports from the World Trade Department.

### MORE MATERIAL WANTED

Requests for additional copies of the material sent out have come from publications, shippers, manufacturers and others interested in export packing.

In addition, considerable material and numerous offers of cooperation have come from packaging firms and companies manufacturing packing materials, containers and testing devices.

The program was initiated when a San Francisco trade delegation met with Philippine traders in Manila last summer and saw the unfortunate results of poor export packing. Acting upon the Philippine Chamber's request, the San Francisco Chamber distributed to 45 chambers and world trade organizations throughout the U. S. a complete kit of information concerning the damages of poor export packing. The information was then transmitted by local chambers to importers, exporters, steamship firms, airlines and marine insurance companies for their use.

## Building Industry Having First Show Here

San Francisco's first full-scale construction industry trade show, "Builders Market Days," will be held January 12, 13 and 14, according to an announcement by Chairman Bruce G. Rowe.

### BUILDERS WEEK FEATURES

The exhibit, which will be one of many features slated during the week of January 10, "Construction Industry Week," will be held at the Builders Exchange, 666 Mission Street.

On Tuesday, January 11, a construction industry parade will be held during the noon hour through downtown San Francisco.

On the following day the trade show opens, with over 60 manufacturers and distributors exhibiting their latest products and services. Exhibits of heavy equipment and actual demonstration of construction activity will be held in the streets adjacent to the Exchange.

The exhibit will be open daily from 10 a.m. to 6 p.m. and will remain open on Thursday evening until 9:30 p.m. There will be no admission charge.

## Chamber Protests ECA Ruling On Increased Use Of Foreign Vessels

Vehement protests over the announcement that the Economic Cooperation Administration will no longer carry fifty per cent of the gross tonnage of ECA commodities in American ships after January 1, came today from the San Francisco Chamber of Commerce.

## Canadian Trade Fair Again Slated For Toronto Showing

The Canadian International Trade Fair, sponsored by the Canadian government in the interests of worldwide international trade, will again be held in Toronto from May 30 to June 10, 1949, according to information received from the Canadian Consulate General at San Francisco.

### LARGE ATTENDANCE

The inaugural Trade Fair held in June of this year attracted 1455 exhibitors from 28 different nations and business visitors from over 70 countries.

Said Harry A. Scott, Canadian Consul General, "Applications for space already received indicate that participation from additional countries this year will result in an even greater diversity of distinctive types, styles and qualities of goods displayed."

Additional information can be obtained from the Canadian Consulate General, 400 Montgomery Street, San Francisco.

## Helicopter Landing Sites Asked For City

Selection of downtown areas suitable for helicopter landing sites was urged today by the Board of Directors of the San Francisco Chamber of Commerce.

The Chamber request, which followed recommendation of its Aviation Committee, was made to Mayor Elmer E. Robinson, the Public Utilities Commission, and the City Planning Commission.

Pointing out that the helicopter has reached a stage of development where it is a safe and practical vehicle of transportation, Henry Eickhoff, vice-chairman of the Chamber's Aviation Committee, declared that if helicopter operations are to succeed in the San Francisco Bay Area, there must be locations where helicopter operators can land to discharge passengers wishing to do business here.

### LITTLE SAVING

In strongly worded telegrams to ECA Administrator Paul G. Hoffman and Senator Styles Bridges, chairman of the Joint Committee on Foreign Economic Cooperation, G. L. Fox, general manager of the Chamber, protested that the contemplated action would be inimical to the American Merchant Marine and would result in little or no saving.

The Fox telegram said:

"Greatly alarmed about your announcement that American shipping will not be utilized to carry 50 per cent ECA cargoes. Such action inimical to American Merchant Marine including San Francisco companies operating ships on Atlantic. Believe it will result in no saving as exclusive or substantially greater use of foreign vessels will bring increase in ocean rates and offset contemplated economies. Suggest this action be deferred to give Congress opportunity to review whole matter."

### UNEMPLOYMENT SEEN

Walter A. Rohde, manager of the Transportation Department of the Chamber, pointed out that the contemplated action would result in putting an estimated five or six thousand American seamen out of work.

Hoffman's action is based on a provision in the ECA Act permitting American ships to be used to the extent that they are available at market rates.

"It is apparently Hoffman's view that the vessels of foreign nations can be obtained at lower market rates, but developments since the announcement was made indicate that this conclusion may be in error. One immediate result thus far has been that the foreign flag operators have indicated their charter rates would be increased," Rohde said.

The Chamber position is also being called to the attention of President Truman, the Foreign Relations Committees of both Houses, the Chairman of the Committee on Merchant Marine and Fisheries and the Committee on Interstate and Foreign Commerce.

## Getting Personal

Colonel B. C. Allin, consulting civil engineer, has joined the staff of the U. S. Appraisal Company, it was announced this week by A. V. Perthou, partner of the firm.

Allin will be responsible for the San Francisco office and the Northern California territory.

U. S. Appraisal also has offices in Vancouver, Portland and Los Angeles.

Allin will continue his own engineering consulting practice, in addition to his work with the appraisal firm.

Western Air Lines announced this week that free meals will henceforth be eliminated with the savings passed along to the traveling public.

Terrell C. Drinkwater, Western's president, described the practice of providing free meals as an unnecessary frill and pointed out that the elimination of food service would result in a saving of five per cent on all fares on Western's system.

New officers of the Central and Northern California Chamber of Commerce Executives were elected this week.

Serving in 1949 will be: President, Donald J. Quinn, manager of the Chico Chamber; vice-president, Robert W. Cowden, manager, Modesto chamber; secretary-treasurer, Carroll A. Snyker, manager, domestic trade department, San Francisco chamber.

New directors are: Fred Jacobson, assistant manager, Sacramento chamber; Stanley C. Lowry, manager, San Rafael chamber; George E. Martin, secretary, Los Gatos chamber; Judith Rooney, secretary, San Pablo chamber.

A new public relations firm has opened its doors in the Chronicle building.

To be known as DiMarco-von Loewenfeldt Associates, the new firm represents a merger of Frank DiMarco and Charles von Loewenfeldt, both of whom formerly operated their own promotional businesses in San Francisco.

Harbor Lumber Company reports that it has what is believed to be the largest Christmas tree section in the United States.

Covering 100,000 square feet, an entire block, the firm has 10,000 silver tip trees on the property.

The block is bounded by Army, Harrison, 25th and 26th Streets.

Wilson and Geo. Meyer Co., Pacific Coast distributors of agricultural and industrial chemicals, is constructing a \$150,000 warehouse and office building to serve its customers in Southern California, Arizona, Utah, Colorado and New Mexico.

## West Portal Christmas 'Decoration'



Dorothy Walker, "Miss West Portal," and John Sullivan, president of the West Portal Merchants Association, return to Chamber President W. P. Fuller Brauner (right) and D. P. Street (left), managing director of the Chamber's Retail Merchants Association, the perpetual trophy won by the West Portal merchants last year in the District Christmas Decorations Contest sponsored by the Chamber. A district has to win the cup three years in succession to retain permanent possession.

## Mining Problems Spotlighted At Meeting . . .

Mutual interests of San Francisco and Mother Lode mining industries occupied the spotlight at a meeting in Sonoma, Wednesday, December 15.

Meeting jointly were the Chamber's Mining Committee, the Mother Lode Mining Association and the Tuolumne County Chamber of Commerce.

The San Francisco delegation was

headed by G. L. Fox, vice-president and general manager of the Chamber, who discussed "The San Francisco Chamber's Interest in the Mother Lode Country." Other San Franciscans participating in the meeting included Phil R. Bradley, Jr., president of the Mother Lode Mining Association, chairman of the Board, State Mining Board, and member of the Chamber's Mining Committee, who served as chairman of the meeting; and Bert C. Austin, chairman of the Chamber's Mining Committee.

## Washington Reports . . .

grant ERP countries funds which can be utilized to restore the flow of goods and to break down the barriers resulting from lack of trading capital. Iceland, Ireland and Portugal are the three Marshall Plan countries not included.

### SHIPPING COST REIMBURSEMENT

Individuals in the United States may receive reimbursement at uniform rates from the Department of the Army for ocean freight charges incurred in shipping relief packages to individuals in Japan, Korea, and the Ryukyus Islands, according to an announcement by the Secretary of the Army.

Before, only approved voluntary non-profit relief agencies in the United States have been eligible for reimbursement for ocean freight charges under the provisions of the relief program.

For the purposes of the regulation, "individuals" include partnerships, corporations, or associations. The rules for export established by the Office of International Trade must be met by all shippers and they must certify that no part of the freight charges for which reimbursement is sought was passed on to the persons donating such packages.

Full instructions on the reimbursement procedure can be provided by writing to the Chief, Fiscal and Statistical Group, Office of the Food Administration for Occupied Areas, Department of the Army, Washington 25, D.C. Application for the collection of freight charges should be made to that office within 30 days of each shipment.

This report from the nation's capital is prepared each week by Alexander von Hafften, manager of the Washington Office of the San Francisco Chamber of Commerce.

## Second Bay Crossing . . .

to solution of the Bay crossing problem in the light of a report by DeLew and Cather, consultants, to be completed and released on or about December 13, 1948, by the City Planning Department of the City and County of San Francisco on a long-range program for the improvement of the transit, traffic and transportation facilities and services of San Francisco and related communities."

## KPIX Starts Television Operations This Month

KPIX, San Francisco's first television station, will launch its program operation by Christmas with a 14-hour week basic schedule, roughly half of which is expected to be sponsored time, according to an announcement by Philip G. Lasky, KSFO-KPIX general manager.

### TESTS BEING MADE

RCA engineers are now completing equipment "shakedown" tests, and test patterns will begin about December 15, according to Lasky. Formal dedicatory ceremonies will be held after the first of next year.

"Sports, special events and other remotes, live dramatic, musical and puppet shows, and newsreels, movies and kinescope recordings will make up the station's early fare," Lasky said. "The New Year's Day telecast of San Francisco's Shrine East-West football game is also attracting great interest."

## Tudor Report Will Be Heard by Committee

Members of the Traffic and Highway Committee of the San Francisco Chamber of Commerce will hear Ralph Tudor, Chief Engineer, San Francisco Bay Toll Crossings Division, State Department of Public Works, explain his report recommending a parallel crossing at 10:30 a.m. tomorrow in the Division's offices at 74 New Montgomery Street.

Tudor will make his presentation with the aid of a complete scale model of the proposed parallel crossing and system of approaches.

## DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXNbrook 2-4511, Ext. 56

**D-7061—PACIFIC SPORTSWEAR MFG.,** 1296 College Walk, Honolulu, T. H., seeking a local representative on the mainland who would be interested in jobbing their Hawaiian designed shirts, houses, housecoats, swim shorts and other sportswear.

**D-7062—CROW & CO.,** 124 S. Wall St., Spokane 8, Washington, wishes to contact local manufacturers and importers interested in distribution of their products in the state of Washington.

**D-7063—CLIFFORD H. COURTNEY,** 2153 N. 36th St., Milwaukee 8, Wisconsin, offers coverage of Wisconsin and adjacent territory to local manufacturers of hardware, building supplies, housewares, toys, maintenance supplies and related items. Now calling on lumber yards, hardware dealers, general merchandise stores and department stores.

**D-7064—E. N. MIMMS COMPANY,** 1013 East Broadway, Louisville 1, Kentucky, wishes to contact a local manufacturer's agent to handle their line of air circulating and ventilating equipment selling directly to dealers.

**D-7065—DURABLE FORMED PRODUCTS, INC.,** 6 Greene St., New York 13, N. Y., seeking a manufacturer's representative and distributor in California to handle their lucite, heat resistant, colored, plastic wash basin, suitable for trailers, tourist-camps, airplanes, boats, trains, bases, small homes, etc.

**D-7066—JOHN S. BOWES,** 2825 N. E. 29th Avenue, Portland 12, Oregon, seeking a sales representative in California to sell sheet metal working machinery, such as: presses, shears, bar folders, etc.; carbide tipped and diamond tooth saws; welding and tool former attachment and drill jig bushings; line ground flute reamers and single flute cutters; wire ropes for all purposes; etched and lithograph metal name plates; through coupling valves used in the irrigation trade.

**D-7067—R. G. LE TOURNEAU, INC.,** Longview, Texas, internationally known manufacturers of earth-moving and construction equipment, seeking a distributor for a new line of material handling and heavy construction tools. Included is a mobile, electrically operated crane, a large capacity transit mixer and a self-powered on or off road hauling unit.

**D-7068—SUNROC REFRIGERATION COMPANY,** Glen Riddle, Pennsylvania, seeking a sales agent in San Francisco to handle their nationally known electric water coolers and conditioners.

**D-7069—HEIST-McCAIN HOSIERY MILL, INC.,** Box 577, Rockwell, N. C., interested in contacting sales representatives in San Francisco area to handle the selling of their line of children's hosiery, consisting mostly of boys' hosiery.

**D-7070—WALLACE E. HAYWOOD,** 26 Telbar St., Springfield, Mass., newly established manufacturers' agent covering the territory of New England and New York state, interested in contacting local manufacturers wishing representation in that area.

**D-7071—SEELY SHOULDER PAD CORP.,** 263 West 40th St., New York 18, N. Y., seeking manufacturers' agents now calling on manufacturers, jobbers and retailers of women's blouses and dresses to handle their line of shoulder pads.

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**FIGHT TB**  
**Buy Christmas Seals**



# Bay Region Business

PUBLISHED BY THE  
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Volume 5

Thursday, December 23, 1948

Number 52



The Board of Directors

and

The Staff

Wish You a

Merry Christmas

and a

Happy New Year

## The Winner Is Named



Photographed as they tabulate the judges' votes in the District Christmas Decorations Contest are: (center) Superior Judge Theresa Meikle, chairman of the Judges Committee of the San Francisco Chamber of Commerce; (left and right, seated) Walter W. Roudley, display manager, The Emporium; Marjorie King, Walter Landor Associates; (left to right, standing) John Koenig, display manager, May's; William B. Chappelle, Podesta and Baldocchi; and Fred Bjork, display manager, Hale Brothers.

## West Portal Rides Again—Wins Christmas Award . . .

West Portal District again won first prize in the second annual District Christmas Decorations Contest sponsored by the San Francisco Chamber of Commerce, it was revealed today by the Chamber.

The districts were judged December 15.

### PERMANENT TROPHY

Prize winner for the past two years, West Portal will retain permanent possession of the perpetual trophy cup if it wins first prize in next year's contest.

Commenting on the award, John Sullivan, president of the West Portal Merchants Association, said, "Our merchants are delighted with the results of the contest and, with the added incentive of owning the trophy permanently, are determined to go all-out in their efforts next year to make the best showing among the districts."

### DISTRICTS ENTHUSIASTIC

District enthusiasm in the contest was pointed out by Superior Judge Theresa

Meikle, chairman of the Chamber of Commerce Judges' Committee, as contributing to the contest's success.

"Competition was keen among the districts this year," said Judge Meikle. "The excellence of all the entries indicates that neighborhood merchants are taking a special pride in promoting a colorful Christmas throughout the city."

Other prizes were awarded as follows: Special Judges' Award, Divisadero District; Most Unusual, Bayview; Modern, Inaught-Ashbury; Old-fashioned, North Beach; Most Original, Sunset; Festive, Irving Street; Colorful, Marina; Longest, Mission; Best Windows, Lakeside; Shortest, Lawton; Best Daytime, Geneva; Best-lighted, Geary; and Most Spectacular, South-of-Army District.

Judging was based on originality, attractiveness and general Christmas atmosphere for both store windows and street decorations.

The trophies will be awarded shortly after Christmas. In the meantime, they are on display at Anglo California Bank, Grant and Market.

## Immediate Action Asked On Basing Point Pricing Problem

Immediate Congressional action to solve the commodity basing point pricing problem was demanded today by the Board of Directors of the San Francisco Chamber of Commerce.

### HEARINGS ASKED

At the same time, the Chamber urged that San Francisco hearings be held by the Trade Policies Subcommittee of the Senate Committee on Interstate and Foreign Commerce to present the needs and viewpoints of local industry.

Chamber action resulted from a decision of the U.S. Supreme Court on April 26, 1948, upholding the rulings of the Federal Trade Commission requiring the elimination of basing point pricing systems by industry.

### PROBLEMS CREATED

Commenting on the ruling, T. A. Leddy, chairman of the Chamber's Manufacturers' Committee, pointed out that the decisions of the U.S. Supreme Court and Federal Trade Commission have created business problems of great scope and complexity.

"It is our belief that the interests of industry and the country as a whole can be satisfactorily and effectively maintained only through a clarification of the present widespread confusion and uncertainty which exists among businessmen as a result of this decision," he stated.

George L. Parkhurst, chairman of the Chamber's Chemical Industries Section, declared that the Federal laws should be amended to allow producers and distributors to meet competition by systematic absorption of freight costs and at the same time to provide for outlawing of monopolistic practices and conspiracy.

"Industry in this area, wishing to compete for markets on a national basis, believes that this can be accomplished only if absorption of freight rates is legal and proper," he said.

## A Special Report

# ECA And The New Congress . . .

*Following is a special report from Alexander von Hafften, manager of the Washington Office of the San Francisco Chamber of Commerce:*

Now that the Economic Cooperation Administration has been functioning for the past eight months, Paul G. Hoffman and his Staff have decided to request Congress to make several changes in the Act.

The Administrator of ECA is planning to ask Congress for an appropriation of 5,600 million dollars to operate the Marshall Plan for the fifteen months beginning April 1, 1949, through June 30, 1950. Detailed figures will be submitted to show Congress how the money will be spent, as well as information on what the aid program has accomplished during 1948.

### SHIPPING RULING CONTROVERSIAL

One of the major Congressional battles concerning ECA will be over whether United States shipping companies should be guaranteed the right to carry at least 50% of all ECA cargo. Early this year, this guarantee was made a part of the ECA Act, but now Administrator Hoffman has declared that beginning January 1, 1949, the 50% guarantee provision will not be applied to ECA bulk cargoes being shipped from the United States to the Marshall Plan countries. Hoffman claims there is a loophole clause in the Act which states United States ships are to be used "to the extent such vessels are available at market rates." Participating European nations have been prodding ECA officials by claiming that the higher rates which are charged by American vessels use up funds that could otherwise be spent for the purchase of additional recovery merchandise.

The San Francisco Chamber of Commerce has joined with American Maritime interests in opposing this new ruling by Administrator Hoffman.

### NO INSURANCE PROVISIONS

Marine insurance underwriters are upset over foreign aid administrative regulations which provide that aid money cannot be used to finance insurance payments. It is expected that the underwriters will seek to have changes made in the law during the next Congress. The underwriters contend that the insurance which

would normally be applied to recovery cargoes has been eliminated as a result of the ECA policy.

Congress will be asked by private traders to change the law so that all Marshall Plan exports will be handled through private channels both in Europe and in the United States. ECA Administrator Hoffman has endeavored to carry out the provision of the law, which requires ECA to utilize private trade channels "to the maximum extent consistent" with the Marshall Plan program. However, the Administrator has been confronted with opposition in the United States and abroad.

### GOVERNMENT TRADING WIDESPREAD

The most recent example, which has come to the attention of the public, was the attempt by Hoffman to have the ECA grain exports handled by private traders rather than by the Commodity Credit Corporation of the Department of Agriculture. However, President Truman supported the Department of Agriculture and has directed ECA to continue to permit the exportation of grains to be handled exclusively by the Commodity Credit Corporation.

It is a fact that many of the Marshall Plan countries prefer to handle trade through government agencies. For example: France, Italy, and Great Britain have extensive government controls in their countries with a view to promoting internal recovery programs. In several cases these countries use government purchasing missions for their transactions in the United States even when the private traders are handling the business at this end.

Representatives of small business are planning to submit legislation guaranteeing "small business" more participation in the recovery program. Representative Walter C. Ploeser of Missouri has said that too few companies get too large a share in foreign aid purchases and that small business should be cut in on the aid program to a much greater extent than it has so far. It has been suggested that one way to guarantee the small business man a share of the program is to force ECA to keep its authorizations small. If this becomes a requirement, participating nations will not be inclined to place large orders solely with companies that can handle a large volume of business.

## Reports From The Chamber's

### WASHINGTON OFFICE

#### FERTILIZER SUPPLY 1948-1949

In spite of a more promising outlook for fertilizer this year, the U. S. Department of Agriculture announced in a recent report that prospects for nitrogen are only slightly better than last year and supplies can be expected to continue tight. Supplies of nitrogen for the current fiscal year are expected to level off at nearly a 7% increase instead of an earlier estimated increase of 10%. Unforeseen operating difficulties and production problems have contributed to reducing output at a few plants.

It is expected that phosphate supplies for fertilizer purposes will reach 2,100,000 tons P<sub>2</sub>O<sub>5</sub> as compared with nearly 2,000,000 tons available for the 1947-48 fiscal year. Potash is estimated at 1,020,000 tons K<sub>2</sub>O as compared with about 920,000 tons for the 1947-48 fiscal year. This indicates approximately 5% increase in phosphate and 10% more potash. For the 1948-49 period, nearly 955,000 tons of nitrogen will be available for commercial fertilizer as contrasted with only 880,000 tons last year.

The U. S. Department of Agriculture points out in connection with this outlook, that farmers should understand that supplies of nitrogen fertilizers are not being increased uniformly over the Nation and some regional variation can be expected. Nitrogen will remain as the most troublesome problem during the next year, both with respect to quantity for mixing purposes and for straight application.

#### SCRAP DRIVE

During the next few months the Scrap Drive Committee of the Department of Commerce will urge American industry to conduct "house-cleaning" of obsolete dies, jigs, tools, fixtures and other machinery which can be converted into scrap iron and steel, which is so vitally needed in the nation's mills and foundries. This decision was reached in Washington at the first meeting of the recently-appointed group of more than 70 trade association executives comprising the Scrap Drive Committee. The group recommended that an Executive Committee be appointed by the Secretary of Commerce to spearhead the drive and to serve as a clearing-house in coordinating the efforts of trade associations throughout the country.

## Federal Discrimination Charged By Chamber

Discrimination by Federal agencies against the San Francisco Bay Area was charged today by the San Francisco Chamber of Commerce.

In a detailed report to J. C. Capt, Director of the U. S. Bureau of the Census, and Loring Wood of the U. S. Bureau of the Budget, the Chamber strongly objected to a proposed government classification which would define the Bay Area as comprising only five counties.

The argument started when the Federal government announced plans to redefine the metropolitan areas of the nation. These area boundaries will be used in the future by all Federal agencies in compiling statistics on an area basis.

The San Francisco Chamber position is that the nine-county area is more representative of the metropolitan development of the community. The Chamber has used the nine-county figure for the past twenty years.

The nine counties involved are: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma. Information from Washington indicates that the Federal agencies will propose that the San Francisco Bay Metropolitan Area not include Sonoma, Solano, Napa and Santa Clara counties.

A decision on the matter is expected next month.

Pointing out the significance of this subject, G. L. Fox, Chamber general manager, said:

"Despite what seems to be a highly technical dispute, the simple fact is that the San Francisco Bay Area's competitive position in industrial development, attraction of new industries and market development will be damaged through the use of five-county figures."

Metropolitan area figures are used by industries seeking to locate a plant in a given area, by advertisers and mass circulation media selling a large market, as well as many other types of businesses dependent upon accurate statistics concerning the potentialities of an area.

"Industries are attracted by allied industries. If incomplete figures are presented, an inaccurate picture is formed of the entire area. In industrial development, market development and general business expansion a five-county metropolitan area figure would result in discrimination against the Bay Region," Fox said.

## Getting Personal

Appointment of G. E. Rice as Sales Manager for United Helicopters, Inc., was announced this week by Stanley Hiller, Jr., president of the Palo Alto firm.

Until recently, Rice served as regional sales manager of the Stinson Division of the Consolidated Vultee Aircraft Corporation.

Rice will direct the sales program for the Hiller 360 which recently received U. S. government approval.

A report from the Chamber's Washington Office tells us that Professor Graham H. Stuart of Stanford University has been appointed a member of the new advisory committee of leading American citizens, established by the Secretary of State to guide and advise the Foreign Service Institute in its training of government personnel overseas.

The Foreign Service Institute was created in 1916 to furnish training and instruction to officers and employees of the Foreign Service and the Department of State.

B. C. Gibson has been appointed manager of the real estate and development department of Shell Oil Company, it was announced this week by J. G. Jordan, marketing vice-president.

He will have charge of Shell's purchase, lease, and development of marketing real estate on the Pacific Coast, with headquarters in San Francisco.

New officers of the San Francisco Junior Chamber of Commerce were elected this week.

Herbert M. Chisholm, advertising manager of Blake, Moffitt & Towne, was elected president; executive vice-president is William K. Ward of Gunn Carle & Company; vice-president and treasurer, Robert H. Parsons of Johnson & Higgins; vice-president, James G. Markel, E. S. Browning Company; secretary-manager, Paul Naton.

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# Bay Region Business

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Number 53

## Reports

From The Chamber's

### WASHINGTON OFFICE

#### WEST COAST MARITIME STUDY

A report on Labor-Management Relations of the West Coast Maritime Industry has just been issued by the Joint Committee on Labor-Management Relations of the Congress of the United States. This Joint Committee was created pursuant to Section 401 of Public Law 101 (80th Congress) which established a Joint Congressional Committee to be known as the Joint Committee on Labor-Management Relations.

The report describes the industrial relations in the Pacific Coast Maritime Industry over the past fourteen years. It traces the history of collective bargaining agreements between labor and management and critically appraises the causes of conflict.

The San Francisco Chamber's Washington Office will be glad to furnish copies of this report to those who request them.

#### ANHYDROUS AMMONIA

The Department of Commerce reported that nearly 5,000 tons of Army-produced anhydrous ammonia have been allocated for shipment during the first three months of 1949 to three fertilizer plants which otherwise would be forced to suspend or curtail operations for lack of this product. The Farm Service Company of Oakland, California, and the Columbia Metals Company of Seattle, Washington, are two of the three plants allocated this material.

The first quarter allocations were granted under a provision of the Foreign Aid Appropriations Act, which specifies that 10% of Army-produced anhydrous ammonia be distributed to domestic fertilizer plants. In addition, the Act sets forth a preference group among ammonia sulphate producers whose needs for anhydrous ammonia must first be considered.

This report from the nation's capital is prepared each week by Alexander von Hafften, manager of the Washington Office of the San Francisco Chamber of Commerce.

## Northern California Research Conference Will Feature Top Flight Speakers

Over 850 business leaders and industrialists have been invited to attend the forthcoming Northern California Research Conference at the Palace Hotel, January 12.

#### SPONSORED BY CHAMBER

Sponsored by the San Francisco Chamber of Commerce, University of California, Stanford University and Stanford Research Institute, this first annual conference results from a growing interest in industrial research and its application.

As a means of serving industry in this area, the conference was conceived to promote a better understanding of the problems of research in industrial organizations, to explain both the benefits and the limitations of industrial research, and to acquaint executives with the research facilities of this area. To achieve these goals the co-sponsors have invited the participation of leaders in business, industry and research.

#### SPEAKERS SCHEDULED

Speakers scheduled to address the conference include Morrough P. O'Brien, Dean, College of Engineering, University of California; Maurice Holland, Industrial Research Adviser, New York City; Dr. J. E. Hobson, Executive Director, Stanford Research Institute; Dr. Frederick Terman, Dean, School of Engineering, Stanford University; Dr. Claude B. Hutchinson, Dean, College of Agriculture, University of California; H. G. Vesper, President, California Research Corporation; Wallace B. Van Arsdell, Assistant Director, Department of Agriculture Regional Laboratory; Fred W. Twining, Twining Laboratories, Fresno; and Fred Olsen, Director of Research, Western Cartridge Company.

Special luncheon speaker will be Dudley E. Chambers, Executive Engineer, General Electric Research Laboratories, Schenectady, New York. Chambers will speak on problems in the development of industrial applications of atomic energy.

## Marine Exchange Now Independent

Establishment of the Marine Exchange as an independent, non-profit organization was jointly announced today by W. P. Fuller Brawner, President of the San Francisco Chamber of Commerce, and A. E. Kihn, President of the Exchange.

The Exchange has previously been a part of the San Francisco Chamber. It was founded in 1851, became a department of the Chamber in 1924 and later became an autonomous body under the Chamber.

#### INDEPENDENT CORPORATION

The latest move makes the Exchange an independent corporation. Offices will remain at 318 California Street.

Commenting on the change, Brawner said: "This action paves the way for expanded area-wide Exchange service to all terminals of the port area, as well as clearing the way for joint action to meet the aggressive and growing competition of other ports."

Explaining the new position of the Exchange, Kihn said: "Many new developments are in store for Bay Area shipping in the next few years. Not only are new ship designs on the drawing boards, but stepped-up efficiency in handling cargo is overdue. Competition between carriers and ports for business is bound to bring other changes that can now be visualized.

"To keep San Francisco Bay ports ahead of the tide the Marine Exchange, around which much of the Bay Area shipping activities revolve, has inaugurated a program developed by its members during the past several years.

"The first step is to incorporate the Exchange and to include in its board of directors maritime business executives representative of the Bay Area."

## Report by the Research Department

## General Business Activity

## TREND

Consumer backlogs and new demands maintained business in San Francisco and the nation at record-breaking levels in 1948 in most fields. At the same time industrial disputes, rising prices, increased cost of consumer goods left some indelible marks on this year's economic pattern which may be useful in appraising the outlook for 1949.

San Francisco with its roundly diversified economy and substantial backlog of facility requirements, both in the city and the area, such as housing, schools, office buildings, industrial establishments, street, highway and bridge projects, etc., will provide opportunities, not just for next year but for several years ahead. Latest reports on San Francisco's actual position as we pause on the threshold of another year reveal the 11 months' trend of 1948 against the same period last year. In rounded figures the improvements are—building permits total value of \$59 million are up 45%; residential building permits value \$32 million up 59%; non-residential permits value \$15 million up 57%. Bank debits totaling \$25 billion are up 11%. Market value of Stock Exchange transactions totaled \$170 million for a gain of 16%. Tourist and settler inquiries rose 8%; Golden Gate vehicle crossings 7%; Bay Bridge vehicle crossings 1%; and general business conditions up 5%. Ten months' payrolls in retail trade rose 11%; in wholesale trade 11%; in hotels 4%; and in the manufacturing industries 1%; airport plane traffic soared 16%; air mail loaded 4%; air express loaded 8%; and imports (9 months) gained 36%.

Activities which slipped below the 11 months' level of last year include—real estate sales of \$178 million, though a sizeable amount, were 15% below last year. Postal receipts of \$17 million dropped 4%. Freight car movements of 199,000 cars were off 19%. Airport passengers (for 10 months) 748,000—off 5%. Ship arrivals totaling 3,069 were off 8%; exports (9 months) \$235 million—off 27%; electrical energy sales 1.5%; industrial and commercial gas sales 1.4%; livestock slaughtered 4%; fruit and vegetable receipts 3%; and industrial and commercial placements 15%.

Our General Business Activity Index established a new November high of 248.4, 2.7% above last November. The 11 months' average of 237.4 was up 5.3% compared to a year ago.

## CONSTRUCTION AND REAL ESTATE

The eleven months building permits numbered 8,334 and were valued at \$59,

255,047. Of this amount 2,513 were residential permits valued at \$32,111,925 which provided for 3,745 dwelling units, of which 2,110 were single-family units valued at \$19,248,298. There were 225 non-residential permits valued at \$15,205,042. Additions, alterations and repairs accounted for 5,595 permits valued at \$11,456,077. Total permits value rose \$19 million above last year; residential permits value rose \$12 million; non-residential rose \$5,600,000; and additions, alterations and repairs \$500,000. The 11 months real estate sales of 14,517 amounting to \$177,730,978 were off one-sixth compared to 17,381 sales valued at \$209,320,734 a year ago. Mortgages and deeds of trust issued against San Francisco real estate numbered 16,075 amounting to \$134,033,827 were off 10.8% in number and 17.6% in amount compared to a year ago.

## TRADE

Retail department store sales index in San Francisco averaged 251 for the 11 months compared to 242 a year ago and 100 in 1939.

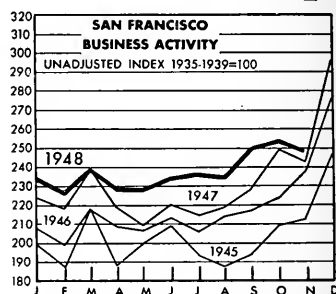
Pacific Coast wholesaler sales during the first 10 months (latest available) were up 8%, identical to the trend in the United States as a whole. Electrical goods were up 21%; furniture and house furnishings 10%; hardware 6%; jewelry 5%; lumber 29%; drugs and sundries 1%; dry goods 14%; and tobacco 1%. Automotive sales were off 9%; clothing and furnishings 23%; and shoes 14%. The three lines reported off were in direct contrast to the trend in the nation, but all other lines closely paralleled the national trend except dry goods which almost doubled the national gain and furniture which was about one-half that of the national gain.

## FINANCE

Bank clearings during the first 11 months totaled \$25,389,339,000 and was \$2,400,000,000 above the same period last year. Postal receipts amounted to \$17,342,554 compared to \$18,033,937 a year ago. San Francisco Stock Exchange transactions for the 11 months totaled 11,106,012 shares with market value of \$169,557,906 compared to 9,655,363 shares with market value of \$145,934,695 a year ago. There were 73 commercial failures in the first 11 months compared to 43 a year ago. Liabilities were up only one-third while assets were up 82.7%.

## EMPLOYMENT

During the first 11 months 35,611 placements were made in San Francisco, of which 25,621 were industrial and 9,990 commercial. During November the local demand continued for competent stenographers, typists and comptometer operators qualified in all operations; also for



engineers, draftsmen, and pharmacists. In the industrial field there were demands for fully qualified machinists, sheet metal workers, and sewing machine operators with factory experience. Bi-monthly reports from 174 San Francisco firms to the California State Employment Service revealed total employment in these firms remained practically unchanged between September and November but the number of employees in the wholesale and retail trade increased about 4% during this period. Banks and insurance companies were about the only other major industry group to report increases over September and anticipated slight gains during the next two months.

Manufacturing employment remained almost at the high September level as the durable goods industry continued to add workers with large gains in the fabricated metals and machinery fields, while service, transportation, communications, and utilities showed slight decreases in employment, according to the C.S.E.S. Reports from the same 174 establishments anticipated 2% average loss in employment over the next two months period, largely due to the retail trade group curtailments at the end of the holiday season; however, 50 firms expect to add workers and 82 hope to maintain the current level of employment.

## TRANSPORTATION

Freight car movements during the first 11 months numbered 198,613 in the San Francisco switching limits, compared to 243,768 a year ago and were off 18.5%. San Francisco Airport plane traffic during the first 10 months (latest available) amounted to 63,833 planes in and out and 747,832 passengers on and off; during the same period last year 54,948 planes reported in and out and 785,236 passengers on and off; air mail loaded amounted to 5,089,429 lbs. compared to 4,915,825 last year.

# Survey of Business Conditions in San Francisco

## November, 1948

BRANCH OF ACTIVITY	NOVEMBER 1948	NOVEMBER 1947	PER CENT CHANGE	11 MONTHS 1948	11 MONTHS 1947	PER CENT CHANGE
<b>GENERAL BUSINESS ACTIVITY</b>						
S. F. C. of C. Index 1935-39 Avg. =100.....	248.4	241.8	2.7	237.4	225.4	5.3
<b>CONSTRUCTION PERMITS</b>						
Total.....(number)	605	642	-5.8	8,334	7,836	6.5
Residential, New.....(value)	3,283,882	2,659,950	23.5	59,255,047	40,776,788	45.3
.....(number)	135	161	-16.1	2,513	2,245	11.9
Dwelling Units.....(value)	1,758,150	1,589,387	10.6	32,111,928	20,210,865	58.9
Single Family Dwellings, New.....(number)	153	190	-19.5	2,630	2,630	0.0
.....(value)	1,116,600	1,171,387	-4.7	19,248,298	15,765,065	22.1
Non-Residential, New.....(number)	16	15	6.7	225	224	0.4
.....(value)	626,530	235,888	166.6	15,205,012	9,638,585	57.4
Additions, Alterations and Repairs.....(number)	454	466	-2.6	5,557	5,557	0.0
.....(value)	898,782	835,375	7.6	11,456,077	10,907,338	5.0
<b>REAL ESTATE</b>						
Sales.....(number)	1,097	1,384	-20.7	14,518	17,381	-16.5
.....(value)	12,875,308	15,444,227	-16.6	177,730,978	209,320,734	-15.1
Mortgages and Deeds of Trust.....(number)	1,337	1,471	-9.1	16,075	18,013	-10.8
.....(amount)	9,578,892	12,933,020	-25.9	134,033,827	162,760,156	-17.6
<b>RETAIL DEPARTMENT STORE SALES</b>						
San Francisco.....(index)	316	319	-0.9	251	242	3.7
<b>FINANCE</b>						
Bank Debits.....(\$000)	2,231,060	2,096,351	6.1	25,389,339	22,853,602	10.6
Bank Clearings.....(\$000)	1,663,980	1,688,602	-1.5	18,915,863	17,695,425	6.9
Postal Receipts.....(\$)	1,006,559	1,177,214	-8.8	17,342,554	18,033,337	-3.8
San Francisco Stock Exchange.....(no. shares traded)	824,885	776,418	6.2	11,066,012	9,655,366	13.0
.....(market value)	14,760,727	12,256,531	20.4	169,557,906	145,934,685	16.2
<b>COMMERCIAL FAILURES</b>						
Liabilities.....(\$)	265,746	9,701	2,639.3	73	43	69.8
Assets.....(\$)	188,151	4,931	3,715.6	2,068,591	1,553,452	33.2
<b>EMPLOYMENT &amp; PAYROLLS—Bay Area (5 Co's.)</b>						
Employment.....(index)	146.3(d)	153.8(d)	-4.9	139.9(e)	148.6(e)	-5.9
Payrolls.....(index)	297.4(d)	294.9(d)	0.8	275.8(e)	272.7(e)	1.1
<b>NON-MFG. INDUSTRIES—15 Co's. (a)</b>						
Laundrying, Cleaning, Dyeing.....(payroll)	154.1(d)	167.3(d)	-7.9	157.6(e)	169.1(e)	-6.8
Wholesale Trade.....(payroll)	232.7(d)	217.7(d)	6.9	228.8(e)	205.4(e)	11.4
Retail Trade.....(payroll)	234.7(d)	222.5(d)	5.5	223.8(e)	202.1(e)	10.7
Hotels.....(payroll)	265.1(d)	263.5(d)	0.6	255.6(e)	246.8(e)	3.6
<b>PLACEMENTS IN SAN FRANCISCO—C.S.E.S.</b>						
Industrial Placements.....(number)	2,999	4,456	-32.7	35,611	41,820	-14.9
Commercial Placements.....(number)	2,304	3,447	-33.2	25,621	31,362	-18.3
.....(number)	695	1,009	-31.2	9,990	10,468	-4.6
<b>TRANSPORTATION</b>						
Freight Car Movements.....(number)	18,149	19,662	-7.7	198,613	243,768	-18.5
San Francisco Airport Traffic.....(no. planes)	6,871(d)	6,519(d)	5.4	63,833(e)	54,948(e)	16.2
.....(no. passengers)	79,152(d)	85,295(d)	-7.2	747,832(e)	785,236(e)	-4.8
Express Shipments—Rail.....(number)	201,793	257,002	-21.7	2,417,097	3,038,284	-20.8
Air Mail Loaded.....(number)	17,426	18,406	-5.8	202,622	197,521	2.6
Air Mail Loaded.....(pounds)	570,803(d)	460,447(d)	-24.0	5,089,429(e)	4,915,825	3.5
Air Freight Loaded.....(pounds)	414,246(d)	626,142(d)	-33.8	3,882,631(e)	3,610,512	7.5
Air Express Loaded.....(pounds)	1,069,150(d)	—	—	6,697,858(e)	—	—
<b>WORLD TRADE</b>						
Vessel Arrivals with Cargo.....(number)	146	279	-47.7	3,069	3,341	-8.2
.....(net registered tons)	725,559	1,285,449	-43.6	14,733,186	15,418,005	-4.4
Vessel Departures with Cargo.....(number)	147	294	-50.0	3,042	3,444	-11.7
Exports.....(Value millions of dollars)	767,225(d)	1,363,140	-43.7	14,685,178	15,629,688	-6.0
Imports.....(Value millions of dollars)	131.1(f)	36.7(f)	-64.3	225.3(g)	320.6(g)	-26.6
.....(Value millions of dollars)	2,66(f)	15.6(f)	-83.3	161.1(g)	118.3(g)	36.1
<b>UTILITIES</b>						
Electric Energy Sales Index.....(k.w.hrs.)	205	204	0.0	192	195	-1.5
Industrial and Commercial.....(cu. ft.)	1,132,789,100	1,197,599,800	-5.4	13,366,214,200	13,549,936,800	-1.4
Water Consumers.....(net gain)	242	235	3.0	2,765	3,166	-12.7
<b>NEW DEVELOPMENTS</b>						
Tourist and Settler Inquiries.....(number)	318	352	-9.7	5,916	5,486	7.8
Bay Bridge Vehicle Crossings.....(number)	2,192,471	2,104,881	4.2	24,024,009	23,744,660	1.2
Golden Gate Bridge Vehicle Crossings.....(number)	652,924	607,131	7.5	7,689,690	7,217,077	6.5
<b>DAIRY RECEIPTS, FRUITS &amp; VEGETABLES</b>						
Butter.....(pounds)	1,736,823	1,566,625	10.9	23,624,964	27,650,441	-7.3
Cheese.....(pounds)	1,761,935	1,780,063	1.0	17,726,786	18,084,294	-2.0
Eggs.....(cases)	67,578	73,841	-1.0	965,588	1,056,741	-8.6
Poultry, Dressed.....(pounds)	3,245,911	3,610,782	-10.1	14,044,416	18,089,353	-22.4
Fruits and Vegetables.....(carlots)	1,742	1,725	1.0	20,628	21,185	-2.6
LIVESTOCK SLAUGHTER (b).....(total number)	153,370	164,741	-6.8	1,839,103	1,933,924	-6.0
Cattle.....(number)	33,142	36,622	-9.5	404,606	461,508	-12.3
Calves.....(number)	11,805	13,398	-11.9	144,291	152,734	-5.5
Sheep and Lambs.....(number)	71,381	73,593	-3.0	891,982	874,934	-3.3
Hogs.....(number)	37,251	41,128	-9.4	372,926	473,670	-21.6
<b>S. F. LIVING COSTS 1935-39 Avg. =100</b>						
Food.....(index)	224.1(h)	210.4(h)	6.5	219.7(k)	203.7(k)	7.9
Apparel.....(index)	196.7(h)	178.8(h)	10.0	190.9(k)	176.3(k)	8.3
Rent.....(index)	115.3(h)	110.4(h)	4.4	109.0(k)	109.0(k)	0.0
Gas and Electricity.....(index)	83.1(h)	82.7(h)	0.5	82.9(k)	82.7(k)	0.2
Other Fuel and Ice.....(index)	72.7(h)	72.7(h)	0.0	72.7(k)	72.7(k)	0.0
House Furnishing Goods.....(index)	126.9(h)	118.2(h)	7.4	123.3(k)	117.0(k)	5.6
Miscellaneous.....(index)	165.2(h)	157.1(h)	5.2	163.0(k)	153.7(k)	6.1
All Items.....(index)	162.4(h)	150.8(h)	7.6	158.1(k)	148.6(k)	6.4
.....(index)	177.1(h)	165.7(h)	6.9	173.3(k)	161.9(k)	7.0

(a) These data are based on reports submitted to the Division of Labor Statistics and Research, State of California 1940 = 100 index.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921

(d) October—latest available

(e) 10 months cumulation

(f) September

(g) 9 months cumulation

(h) September latest available

(i) 3 quarter average

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# Industrial Expansion

## NOVEMBER

Fifty-seven new and expanded plants in Northern California in November accounted for a capital investment of \$5,953,800, it was announced today by the Industrial Chamber of Commerce. Nineteen expansions representing \$3,240,000 and 38 new plants for \$2,713,800 were listed.

The Bay Region (12 counties) accounted for all the listed expansions—19 with expenditures of \$3,240,000; and 37 new ventures with outlays totaling \$2,513,800.

San Francisco had nine expansions listed during November with an expenditure of \$2,953,000, and 10 new ventures costing \$395,300.

Tabulations for 1948 through November show:

<b>San Francisco</b>		
77 expansions .....	\$13,354,000	1,504 jobs
66 new plants .....	2,152,800	627 jobs

143 new projects .....	\$15,506,800	2,131 jobs
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<b>Bay Region (12 Counties)</b>	
208 expansions .....	\$63,657,700
259 new plants .....	22,853,400

467 new projects .....	\$86,511,100
<b>Northern California</b>	
230 expansions .....	\$72,369,700
286 new plants .....	29,528,400

516 new projects \$101,898,100  
November developments included:

**The Continental-Vogue Luggage Co.** is moving from 199 Second Street to 585-87 Howard. The move will be an expansion. Of interest is a new wholesale luggage repair department, reportedly the only one of its type in San Francisco.

**The new building of the West States Products Co.** on the corner of 17th and Mississippi will expand the operations of this concern with an approximate investment of \$75,000.

**The Pacific Coast Paper Company's** expansion at 17th and Texas Streets will give it approximately 70,000 sq. ft. of production area. The expenditure will be close to \$1,000,000.

**Herbert's Coats & Suits** — Herbert Hurwitz and Nathan Burke, owners, is a new apparel plant located at 709 Mission Street.

**The Mar-Wenz Manufacturing Company** at 691 Minna Street has a new plant soon to begin production of a novel and revolutionary hand truck.

## Re-examination Of Housing Needs Urged By Chamber; Two Basic Issues Cited

A critical re-examination of all major factors related to housing needs and housing developments in California was urged this week by the San Francisco Chamber of Commerce.

### Districts Awarded Contest Trophies

Twenty-eight San Francisco districts received Christmas Decoration awards Tuesday, December 28.

Awards were made at the West Portal School auditorium, Taraval and Claremont Streets.

The ceremony concluded the second annual district Christmas decorations contest sponsored by the Chamber.

First prize winners, the West Portal district was host to the other districts at the Tuesday function. The program included brief remarks by Chamber Director William E. Gallagher; presentation of awards by Superior Judge Theresa Meikle; and an entertaining twenty-minute motion picture.

Music was supplied by members of Cub Pack 68 sponsored by Epiphany Catholic Church.

### Superior Electrocast Hits Steady Production

Superior Electrocast Foundry Company, the only steel foundry on the San Francisco peninsula, has reached steady production, according to word received this week from Charles Hoehn, Jr., firm president. The first casting was shipped October 22.

Work was begun on the company's new building at East Grand Avenue, South San Francisco, last June. The main building covers 15,000 square feet with separate office and storage building adjacent.

Modern foundry equipment has been installed to provide strict quality control of the product which includes carbon and alloy steel castings.

Present employment is 25 and will increase as additional work is undertaken, Hoehn said.

In response to a request for views by Gerald J. O'Gara, chairman of the State Interim Committee on Redevelopment and Housing, C. L. Fox, Chamber general manager, cited two basic issues involved in the housing situation:

#### TWO ISSUES

1. Actual housing requirements by types and numbers of dwelling units.

2. The long-range community development and slum clearance program.

Following is the partial text of the Fox letter:

"Each issue presents entirely different problems and care should be exercised to keep them separate.

"The solution to the first issue is closely related to possession of authentic information on the actual housing supply and demand from week-to-week and month-to-month. It is both costly and economically dangerous to guess about housing requirements of any community.

"The second issue concerning community redevelopment and slum clearance is deeply integrated with city planning. This issue also requires comprehensive factual information. It is essentially a long-range program and is dependent on an adequate reserve of dwelling units to house temporarily those displaced during periods of redevelopment.

"The San Francisco Chamber of Commerce recognizes that half-truths and insufficient factual information about the supply and demand for housing contributed seriously to the housing shortages during and since the war.

#### STUDIES NEEDED

"We believe housing requirements and the available supply, both in San Francisco and California, can be best determined through careful studies of all the factors, particularly the changing trends, and — Who needs housing? How many dwelling units are available? What types and how many are needed? How can they be financed?

"Reliable and current information on these factors assembled by a responsible agency in every community would be a valuable aid in working out the requirements and help to guide the supply of housing for each community.



